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Navy Exchange Service Command  
Ships Store Program  
3280 Virginia Beach Blvd.  
Virginia Beach, VA 23452-5724

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Supplied by NEXCOM

October 1997

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## Visual Merchandising Guide

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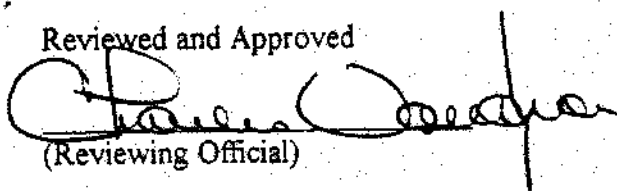
### Service to the Fleet

Ships



Stores

Reviewed and Approved

  
(Reviewing Official)

9 Oct 97

(Date)

The "Ships Store Visual Merchandising and Display Guide" is a reference to merchandising, signing and display information.

This guide has four sections: **MERCHANDISING, SIGNS, GLOSSARY, and RESOURCES.**

**SECTION I - MERCHANDISING;** addresses setting up and arranging a ships store. It covers store planning, merchandise arrangement, displays, and store fixtures.

**SECTION II - SIGNS;** contains proper store sign posting information and required sign verbiage.

**SECTION III - GLOSSARY;** provides descriptive visual merchandising accessories information.

**SECTION IV - RESOURCES;** a list of basic visual merchandising items and ordering information.

This Ships Store Afloat Visual Merchandising Guide is for use as a reference to train personnel, improve store appearance, and provide customers with a pleasant shopping environment. This publication relates to all aspects of visual merchandising.

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**SECTION I**  
**MERCHANDISING**

## PURPOSE OF VISUAL MERCHANDISING

Visual Merchandising is the science of presenting merchandise in such a manner that it is:

- **ATTRACTIVE TO THE EYE**
- **CLEAN, FRESH AND INVITING**
- **EASILY SEEN**
- **ENHANCEMENT OF PRODUCT APPEARANCE**
- **PROPERLY ARRANGED**
- **QUICKLY IDENTIFIED**

Retailers rely on Visual Merchandising to aid in the sell of as much merchandise as possible in the shortest time. The selling process begins with an eye-pleasing presentation of merchandise which conveys an important image to customers. Good visual merchandising simplifies the sale, selection and stock-keeping process in a store.

Effective Visual Merchandising will increase sales per square foot, expedite shopping, and boost patron satisfaction by presenting merchandise so it is quickly and clearly identifiable.

## STORE PLANNING

Merchandise presentation begins with the proper use of available fixtures and space. Space aboard ship is at a premium. Use every square inch of the ship's store space to its fullest capacity.

Proper space allocation means maximum sales and customer convenience. To accomplish this:

- \* Refer to NEXCOM Publication No. 81, "Merchandising and Stocking Guide" to determine the approximate number of units to carry in a given time frame. Basic stock items must be represented on the selling floor.
- \* Use the item's rate of sale and number of items that will fit in a given area to determine the space needed for each item in the ship's store.
- \* Develop a model stock plan based on a merchandise floor layout that will promote customer movement, provide an attractive selling environment, and place things convenient to the customer.

Display and correlate items that have a similar use or purpose together in a group. Merchandise correlation will remind customers to purchase items they may have forgotten they needed.

Well-planned stores have correlated merchandise layouts which add to store efficiency and enhance sales.

## MERCHANDISE ARRANGEMENT

A typical model stock plan for a ships store is as follows. Merchandise is listed in correlated groupings by category. Numbers next to each category coincide with the store layout floor plans on the following pages. Use this listing to develop a "WORKING" model stock plan for your store.

1. **Shaving -**
  - \* Disposable Razors
  - \* Razor Blades
  - \* Razor Kits
  - \* Shaving Creams
  - \* Shaving Lotions and Colognes
2. **Oral Hygiene -**
  - \* Dental Floss
  - \* Mouthwash
  - \* Toothbrushes
  - \* Toothbrush Holders
  - \* Toothpaste and Powders
3. **Hair Care -**
  - \* Brushes and Combs
  - \* Conditioners and Shampoos
  - \* Hair Gels and Mousses
  - \* Hair Spray
4. **Clothing -**
  - \* Jackets
  - \* Polo/Plaque Shirts
  - \* Shorts
  - \* Sweats
  - \* Tee Shirts
5. **Uniform Clothing -**
  - \* Chambray Shirts
  - \* Command Ball Caps
  - \* Dungaree Trousers
  - \* Socks
  - \* Undershirts and Underwear
6. **Stationery -**
  - \* Envelopes
  - \* Post Cards
  - \* Stationery Portfolios
  - \* Writing Tablets
  - \* Games
7. **Sight & Sound -**
  - \* Boomboxes
  - \* Cassette Players
  - \* CD Players and Radios
  - \* Headphones
  - \* Stereo Components
8. **Sight & Sound (Accessories) -**
  - \* Blank Cassettes
  - \* Blank Videos
  - \* Cassette and CD Holders
  - \* Pre-Recorded Cassettes, CD's and Videos
9. **Ratings Badges & Uniform Items -**
  - \* Breast Insignias
  - \* Cap and Collar Devices
  - \* Ratings Badges and Ships Patches
  - \* Ribbons and Ribbon Holders
10. **Personal Care, Stationery, & Wallets -**
  - \* Billfolds and Wallets
  - \* Lip Balm and Chapstick
  - \* Nail Clippers and Tweezers
  - \* Pens and Pencils
  - \* Prophylactics
11. **Photographic & Accessories -**
  - \* Batteries
  - \* Binoculars
  - \* Cameras
  - \* Film
12. **Tobacco Products -**
  - \* Cigarette Packs
  - \* Cigarette Cartons
  - \* Flints, Lighters and Lighter Fluid
  - \* Smokeless Tobacco
13. **Seasonal/Gift Items -**
  - \* Gift Items
  - \* Stuffed Animals

**14. Showcase -**

- \* Colognes & Perfumes
- \* Electronic Appliances
- \* Electric Razors
- \* Jewelry
- \* Sunglasses
- \* Watches

**15. End Cap -**

- \* Foreign Merchandise
- \* Promotional Items
- \* Sale Merchandise

**16. Candy -**

- \* Bags
- \* Bars
- \* Fruit Candies
- \* Gums

**17. Snack Items -**

- \* Cookies
- \* Crackers

**18. Snack Items -**

- \* Beef Jerky and Meat Sticks
- \* Chips
- \* Dips
- \* Nuts
- \* Pretzels
- \* Trail Mixes

**19. Snacks -**

- \* Microwave Meals
- \* Noodles
- \* Soups

**20. Shoe Care -**

- \* Foot Powder
- \* Shoe Brushes
- \* Shoe Insoles
- \* Shoe Polishes
- \* Shower Shoes
- \* Shoe Trees

**21. Sundries -**

- \* Detergents and Fabric Softeners
- \* Key Rings
- \* Laundry Bags and Sock Bags
- \* Laundry Markers and Pins
- \* Padlocks
- \* Plastic Coffee Mugs
- \* Soap Boxes
- \* Towels and Wash Clothes

**22. Personal Care -**

- \* Deodorants
- \* Feminine Products
- \* Skin Creams and Lotions
- \* Soaps
- \* Suntan Lotions
- \* Talcum Powders

**23. Books & Magazines**

**24. Luggage -**

- \* Back Packs
- \* Duffel Bags
- \* Garment Bags
- \* Sport Bags
- \* Utility Kits

**Items that are displayed in Baskets -**

- \* Bars of Soap
- \* Shower Shoes
- \* Soap Boxes

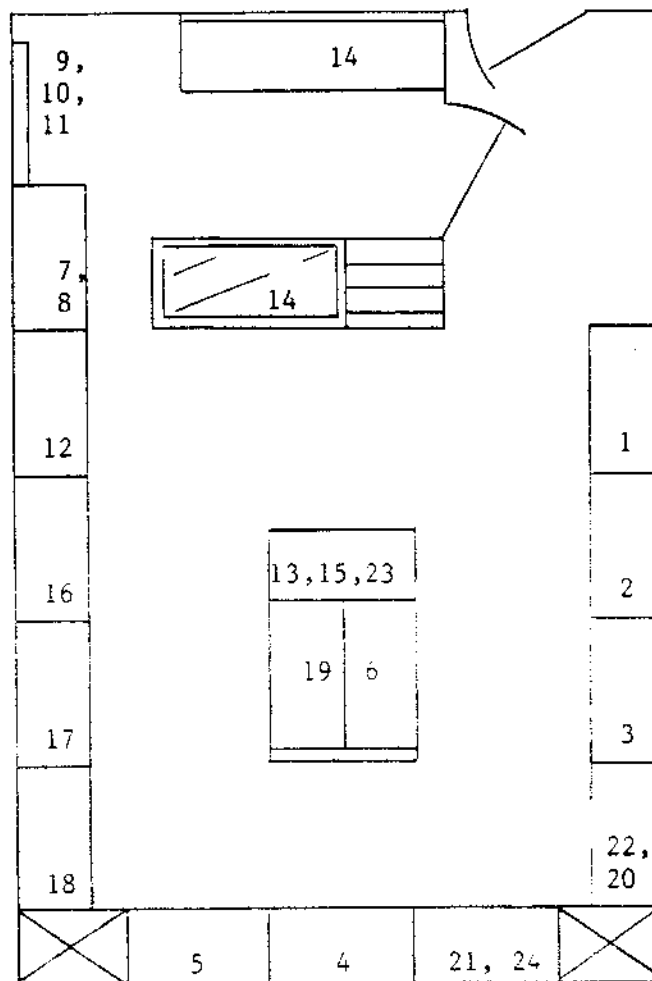


## WALK-IN STORE LAYOUTS

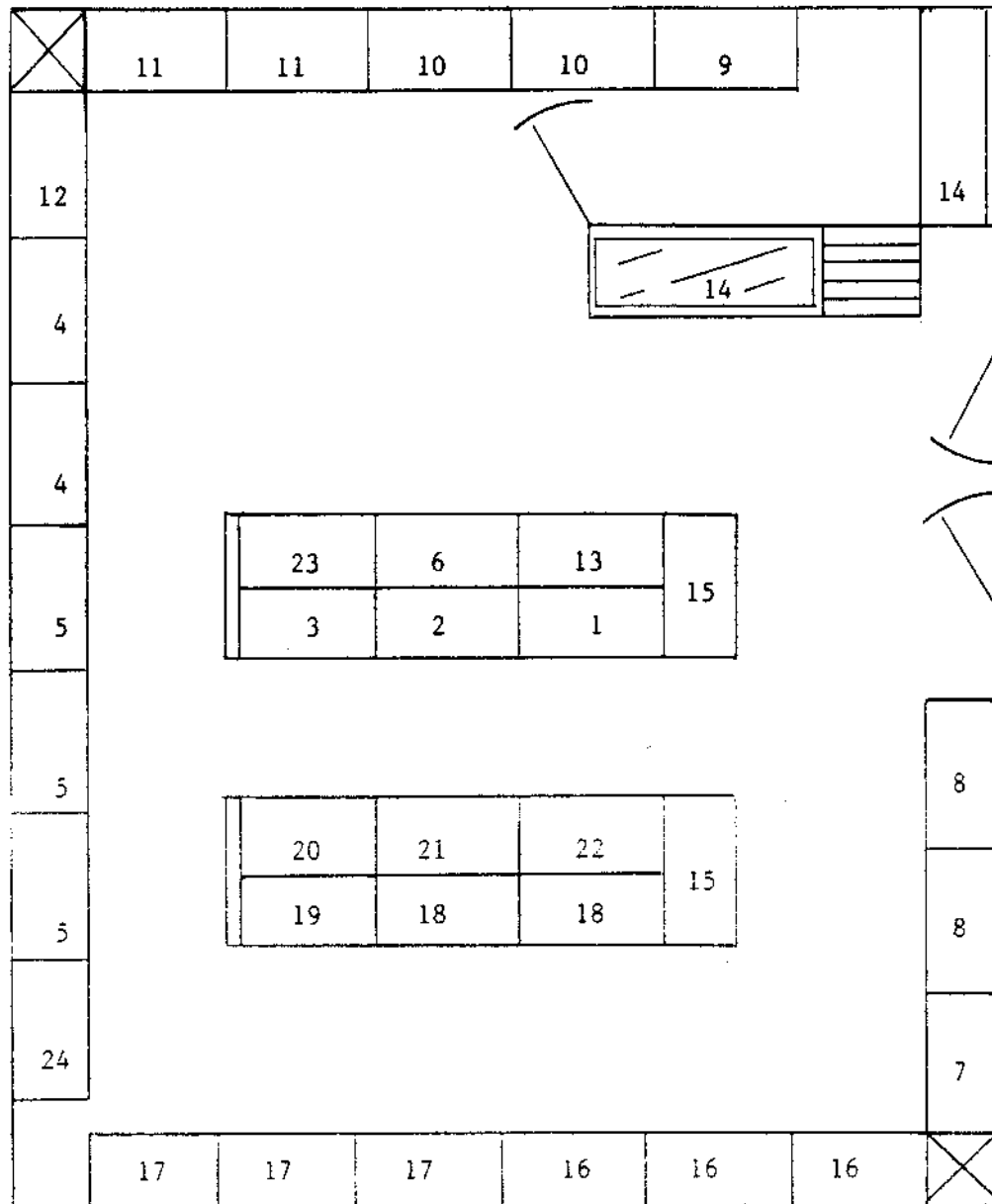
The following floor plans illustrate the functional layouts and merchandise plans for *SMALL*, *MEDIUM*, and *LARGE* ships stores. As you view the layouts note that:

- The location of the fixtures permits easy movement in all areas.
- The stores are coordinated and neatly arranged.

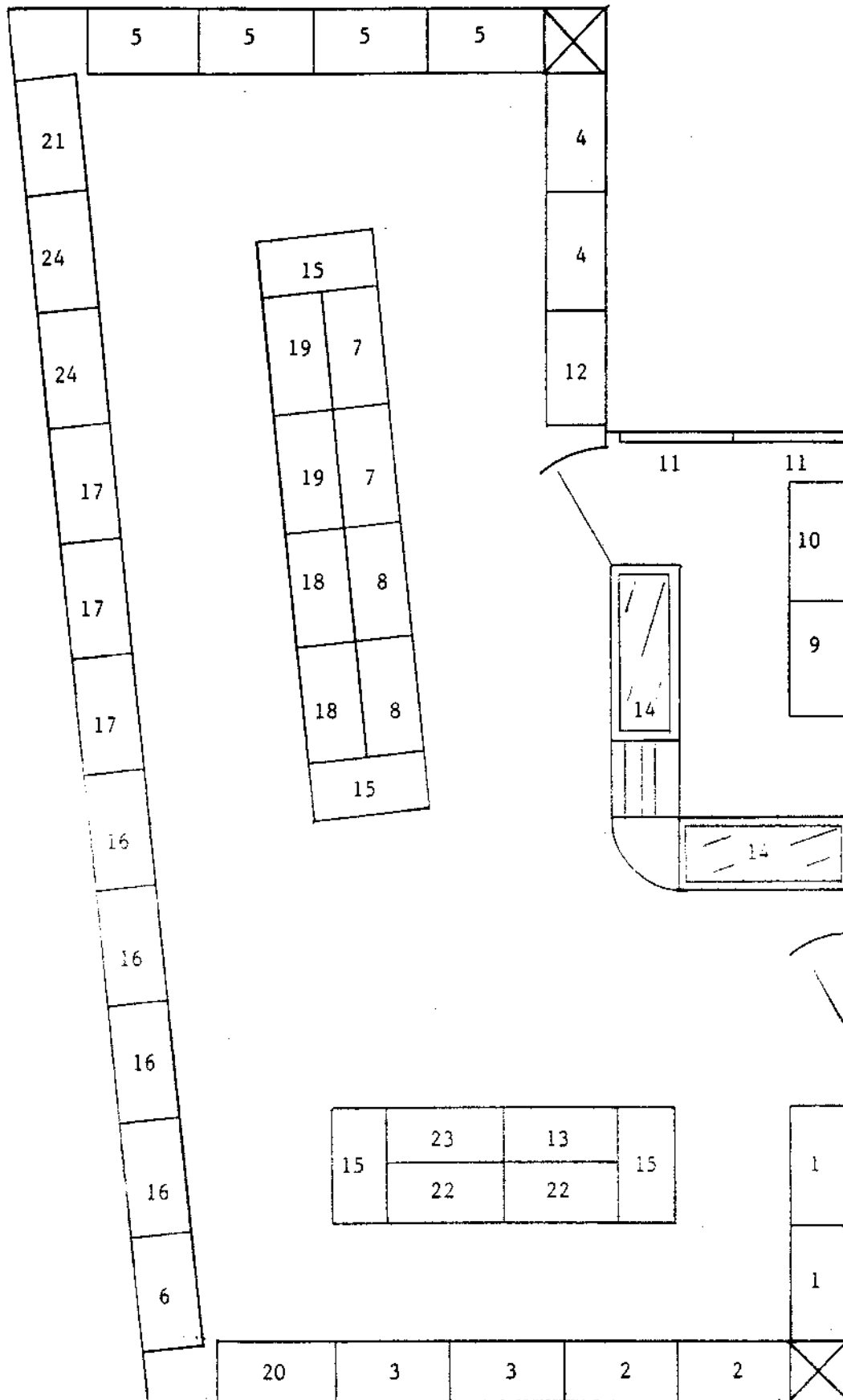
### SMALL WALK-IN STORE



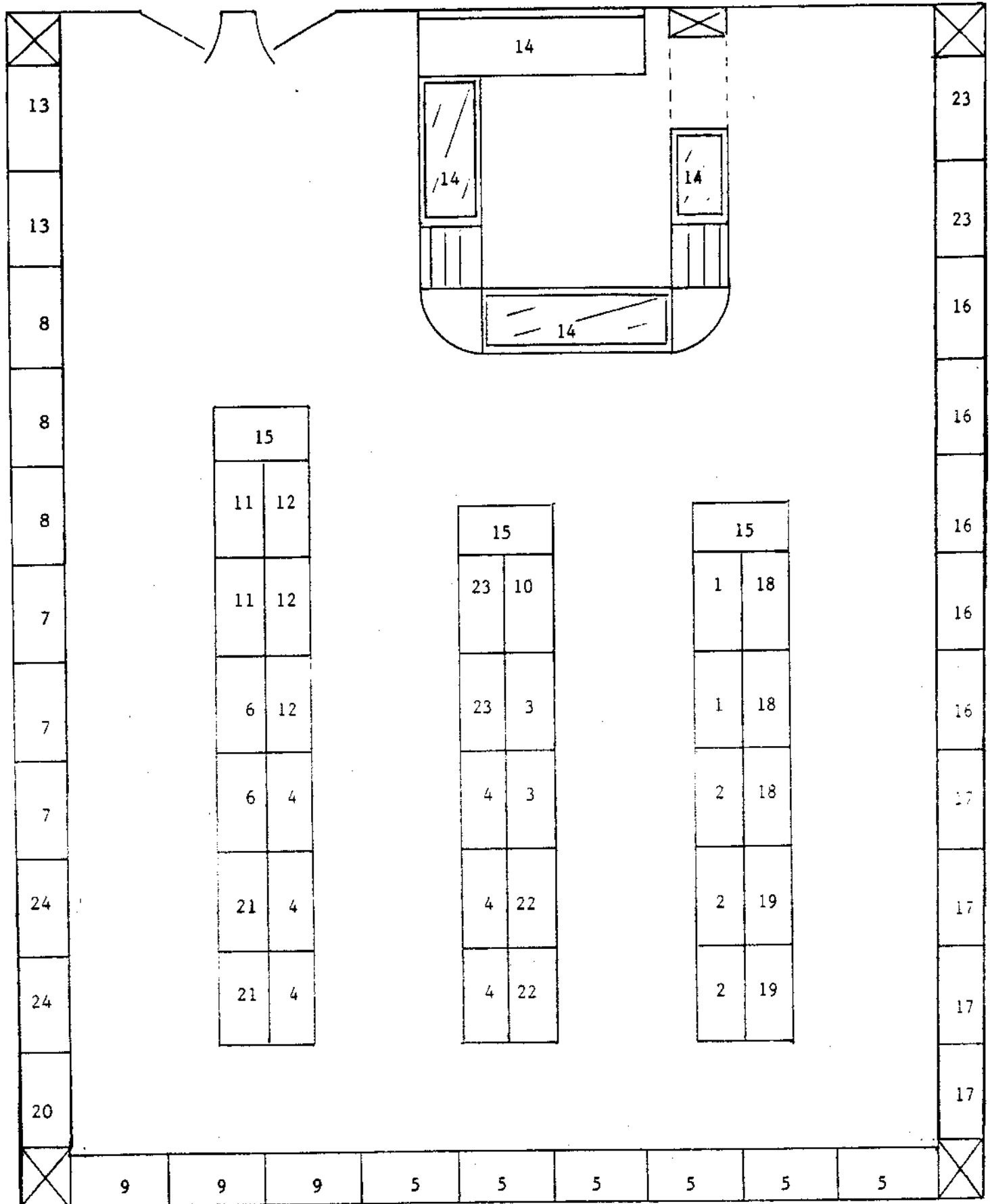
# MEDIUM WALK-IN STORE



# MEDIUM WALK-IN STORE



# LARGE WALK-IN STORE

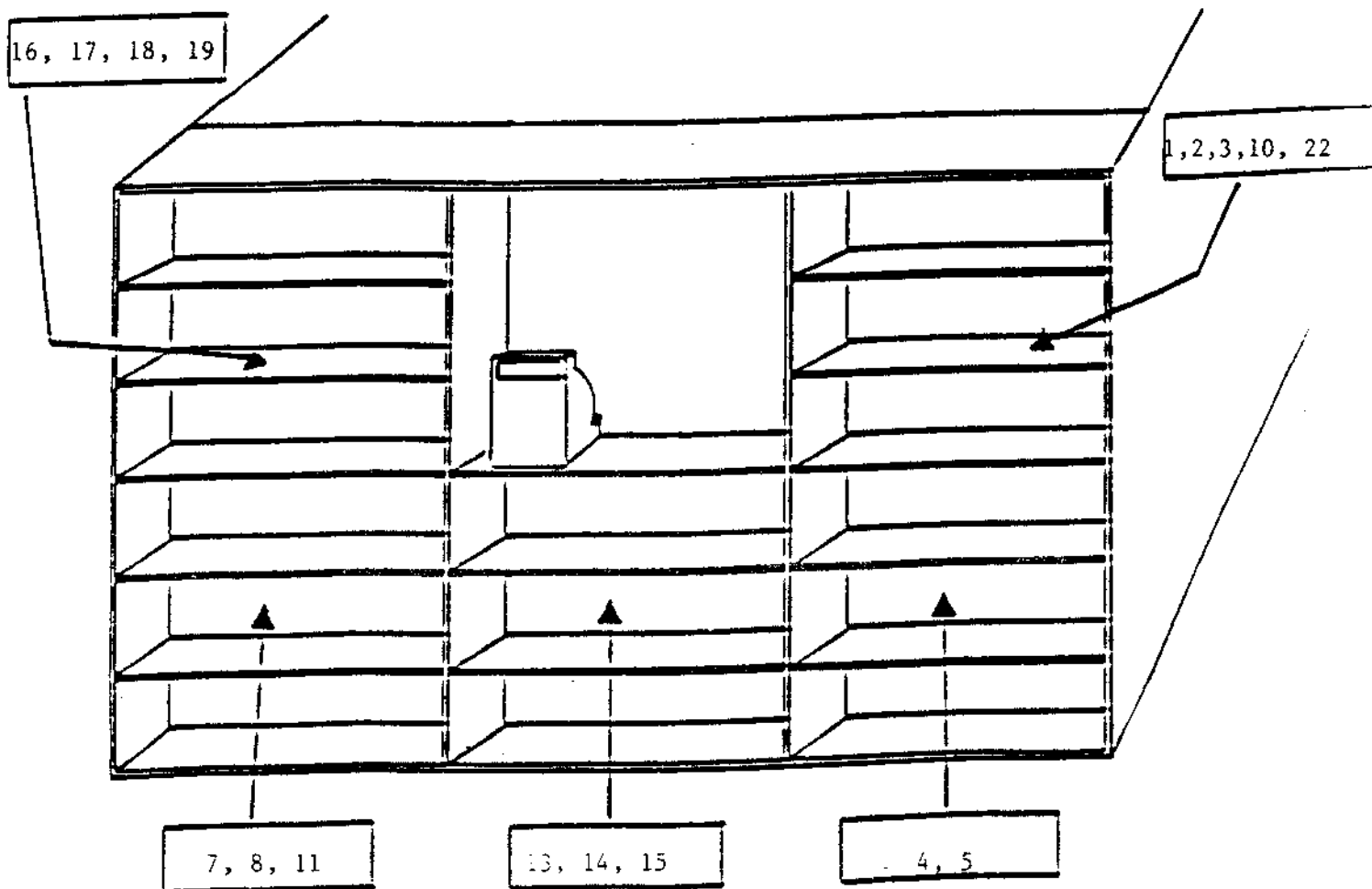


## OVER-THE-COUNTER STORE LAYOUT

The following illustration represents the store front display of an over-the-counter ships store. Display categories that will catch the customers attention in the store front showcase to achieve maximum sales.

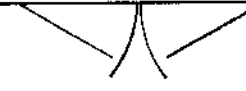
Display fast moving impulse items as close to the cash register operator as possible. General merchandise categories should be set up according to sales and usage.

### STORE FRONT DISPLAY



# OVER-THE-COUNTER STORE (BACK-UP)

## STORE

<div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <div style="border: 1px solid black; height: 20px; margin-bottom: 2px;"></div> <div style="border: 1px solid black; height: 20px; margin-bottom: 2px;"></div> <div style="border: 1px solid black; height: 20px; margin-bottom: 2px;"></div> </div> <div style="width: 30%; text-align: center;">  </div> <div style="width: 30%;"> <div style="border: 1px solid black; height: 20px; margin-bottom: 2px;"></div> <div style="border: 1px solid black; height: 20px; margin-bottom: 2px;"></div> <div style="border: 1px solid black; height: 20px; margin-bottom: 2px;"></div> </div> </div>		

## SHELVING

19	18	1, 2
17	17	3
16	16	22
7, 8	13, 14	9, 10
11	20, 21	4
12	6, 24	5

## **MERCHANDISE DISPLAY**

Display is the visual presentation of merchandise in such a way, that it influences customers to:

- ♦ **SEE THE MERCHANDISE.**
- ♦ **SEE THE SPECIAL FEATURES OF THE PRODUCTS.**
- ♦ **SELECT AN ITEM.**
- ♦ **PURCHASE THE ITEM.**

Displays are an integral part of your ships store visual merchandising program. An effective display:

- \* Creates interest in a product.
- \* Helps get rid of out-dated merchandise.
- \* Holds the customers attention.
- \* Informs customers of new or special items.
- \* Sells merchandise.
- \* Speeds up the selection of merchandise.
- \* Shows merchandise at its best.

Place impulse item displays at the front of the store near the cash register, customers will make a last minute decision to purchase this type of merchandise while in line to check out. Place the most frequently purchased item display in the back of the store, customers will have to pass the slower selling items to get to this merchandise.

Expedite shopping and increase patron satisfaction by presenting the merchandise so it is quickly and clearly identifiable. Bear these points in mind when installing displays:

*"DISPLAY"* merchandise so its purpose is obvious. This may require the use of a sign or removing one item from its wrapping to make features easier to see.

*"FACE"* the product. Product labels should always face front.

*"SIGN"* the merchandise. See SECTION II, SIGNS of this publication for ideas.

Install displays on a predetermined schedule for all gift giving seasons and events. The following *"PLANNING CALENDAR"* will help in preparing a display schedule.

## PLANNING CALENDAR

Use this "Planning Calendar" as a guide to install displays. Dates may change slightly pending yearly calendar changes.

<b>MONTH</b>	<b>DECOR</b>	<b>COLOR/(S)</b>	<b>DISPLAY</b>	<b>INSTALL</b>
February	Valentine's Day (Cherubs & Hearts)	Red	Gift Items (Flower Signs)	15 January
March	St. Patrick's Day (Shamrocks)	Green	Electronics	01 March
	Easter (Bunnies & Eggs)	Pink & Yellow	Candy Items (Flower Signs)	01 March
	Spring	Blue, Green, Pastel, & Pink	Summer Clothes	15 March
April	Mother's Day (Flowers)	Blue & Pink	Gift Items (Flower Signs)	12 April
May	Memorial Day	Blue, Red, & White	Summer Items	15 May
June	Father's Day	Brown, Orange, & Yellow	Gift Items (Flower Signs)	01 June
	Summer	Orange & Yellow	Electronics	16 June
	Independence Day (Flags)	Blue, Red, & White	Snack Items	22 June
September	Autumn (Leaves)	Gold, Tan, & Tangerine	Sale Merchandise	15 September
October	Halloween (Jack O'Lanterns)	Black & Orange	Gift Items	15 October
November	Thanksgiving (Turkey & Pumpkins)	Gold & Tan	Snack Items (Flower Signs)	01 November
December	Christmas (Santa & Snow)	Green & Red	Gift Items (Flower Signs)	01 December
	Winter	Blue & White	Sale Merchandise	26 December



## STORE FRONT SHOWCASE AND SHOWCASE DISPLAYS

Showcase displays can enhance product appearance and aid in creating customer interest in a product. Showcase displays require minimum effort to install and should be changed on a regular basis. Keep merchandise clean, fresh and inviting at all times.

When installing a showcase display, the following points are recommended:

- \* Select a *THEME*.
- \* Select a *FOCAL POINT* product for the theme.
- \* Allow each item enough *SPACE* to be clearly visible to the customer.
- \* Arrange items by *HEIGHT*, smaller items to the front and taller items to the back.
- \* Use display props, seasonal decorations, and coordinated color schemes.

*THEME* - Different themes may be used on different shelves within a showcase display.  
(i.e., Themes: Photographic and Women's Fragrances for Mother's Day.)

*FOCAL POINT* - Pick a product to be the dominant item and build your display around it.  
(i.e., Photographic Theme: highlight a camera that may be on sale and display film with it.)

*SPACE* - Do not overcrowd, display only one of each item.

*HEIGHT* - Display merchandise so that it is attractive to the eye and easy to see.

## MERCHANDISE THE SHELF

When placing merchandise on shelves, the larger items should be placed on the lower shelves graduating sizes upwards. Shelves should be set with approximately 1-1/2" of air space between the top of the product and the lower edge of the next shelf. This will allow room for customers to remove merchandise from the shelves. Clothing will require more air space so customers can see the product. In other words, fit the shelves to the product, not the product to the shelves.

Merchandise should be organized vertically, not spread out horizontally across the shelf. This allows customers to view all available items within a particular category without having to walk up and down the aisles. Always merchandise the shelf toward the front, keeping products pulled forward.

Effective presentation of merchandise is an excellent selling tool when merchandise is easy to see and accessible, remember to:

- \* Place larger items on lower shelves.
- \* Keep small items at eye level and above.
- \* Ensure items are not hidden by signs or decorations.
- \* Make sure there is sufficient lighting to read signs and see product without difficulty.
- \* Clean lights periodically and replace them as necessary.
- \* Keep display cases, that are exposed to evening traffic, lighted when the store is closed.  
This will encourage off hours window shopping.

A combination of peg hooks and shelving may be required for some categories of merchandise. When placing merchandise on peg hooks, start the first row of peg hooks at the same level. Allow room between pegs so merchandise will not overlap as rows and columns are created. In the effort to correlate merchandise, use peg hooks for hanging items when feasible. Some examples are:

**Shaving -** Peg such items as disposable razors and razor blades on the upper section of a shelving unit and place shave creams, shave gels, and after shave lotions on the shelves below.

**Sight & Sound -** Peg such items as blank cassette tapes, package cassette players, and headphones on the upper section of a shelving unit and place boomboxes, CD players, and stereo components on the shelves below.

Allow enough space below the lowest pegged item for merchandise to be placed on the shelf without interfering with the pegged item above.

Use wire fencing on the shelves to hold or separate merchandise as needed. Wire dividers and front fencing are available for all shelf sizes.

## **DISPLAY PROPS**

Basic "display props" for ships stores are limited. Consider the store size, space between shelves, and type of merchandise being displayed before selecting a display prop. Refer to SECTION IV, RESOURCES of this publication for ordering information.

Treat display props with care - clean and polish before each use. When not in use, props should be store in a safe, dry place protected from damage and breakage. Props that have been damaged or broken are not usable since their appearance will detract from the merchandise. Glass, lucite, metal, plastic, and plexiglas props should be spotless when in use. Some display props may be created locally. For example:

Cover different size boxes with display felt, then use them as risers for various items when installing a display.

Remember, before buying any display prop, be sure that:

- \* It will be effective.
- \* It is sturdily constructed.
- \* It will fit within the display space.

## **SEASONAL DECORATIONS**

Decorate the ships store for all major events and holiday seasons. Decorations should get the customers attention and enhance store image. When using decorative materials take care to avoid overshadowing or overcrowding the merchandise. Too much can detract from the appearance of the display and cause confusion.

Use *SEASONAL DECORATIONS* in displays to:

- \* Arouse customer interest.
- \* Add appearance to the merchandise on display.
- \* Alert customers to approaching events or seasons.
- \* Remind customers to buy for occasions.

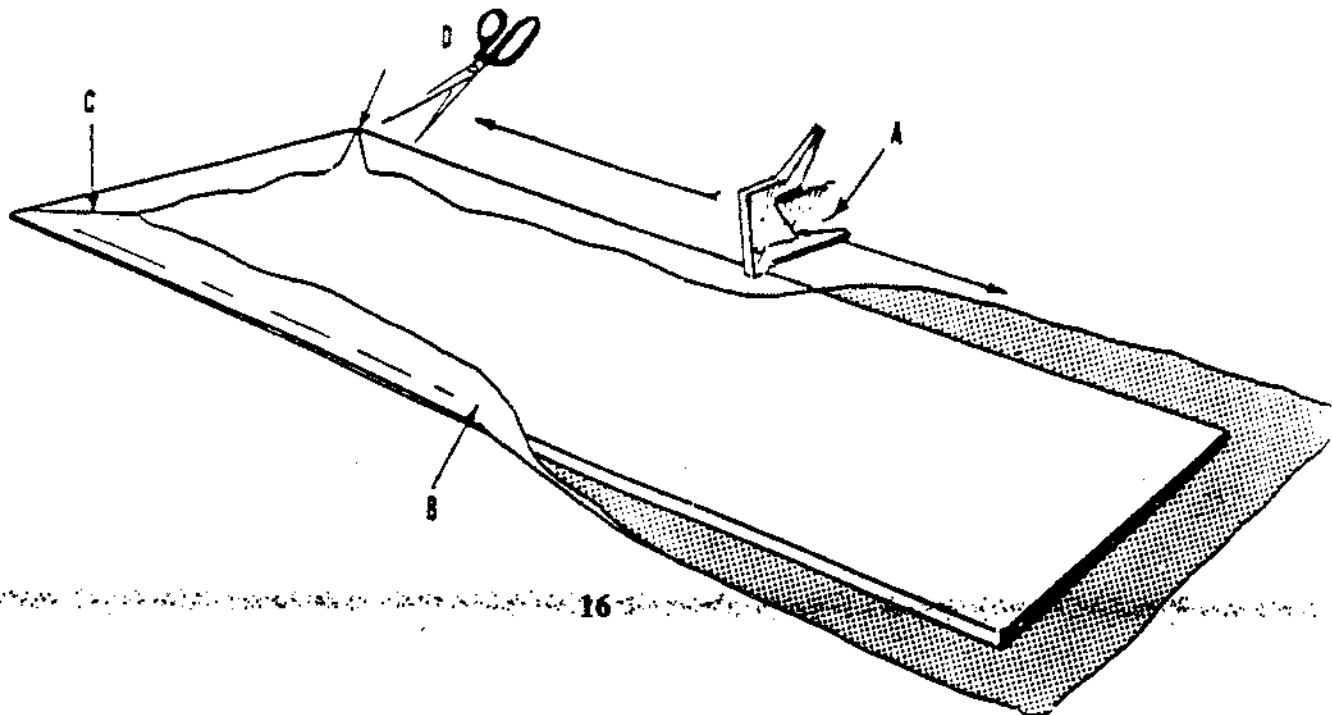
Decorations should be changed regularly and with the seasons. Set displays for two weeks to a month and then change or refresh them with new merchandise. Change displays more often when merchandise back stock is sold out or if items are bought from the display.

Remember displays should be simple, neat, and lightly decorated. Refer to SECTION IV, RESOURCES of this publication for ordering information.

## DISPLAY PADS

Display Pads covered with colorful cloth add a look of richness and give emphasis to a displays. Use these easy-to-follow steps to cover a pad and see the difference color will make in your presentation.

1. Cut display pad from homasote or celotex to meet size requirements. Cut pad  $1/16$ " smaller than required to compensate for fabric covering.
2. Place fabric on a smooth, clean surface, face down.
3. Place display pad face-side down on the fabric, as shown in the illustration.
4. Cut fabric with a 3" overhang on all four sides.
5. Start stapling fabric in the middle of one of the longest sides (See figure A).
6. Straighten fabric and staple the opposite side (See figure B).
7. Continue to staple, working toward the corners, pulling fabric taut as you proceed.
8. Complete longest sides.
9. Start at the center point of short sides and repeat steps 5 - 7.
10. For smooth corners, pleat and staple (See figure C). If fabric is too thick to achieve a flat corner, cut a "V" shaped piece out of the fabric (See figure D).



## COLOR EFFECT

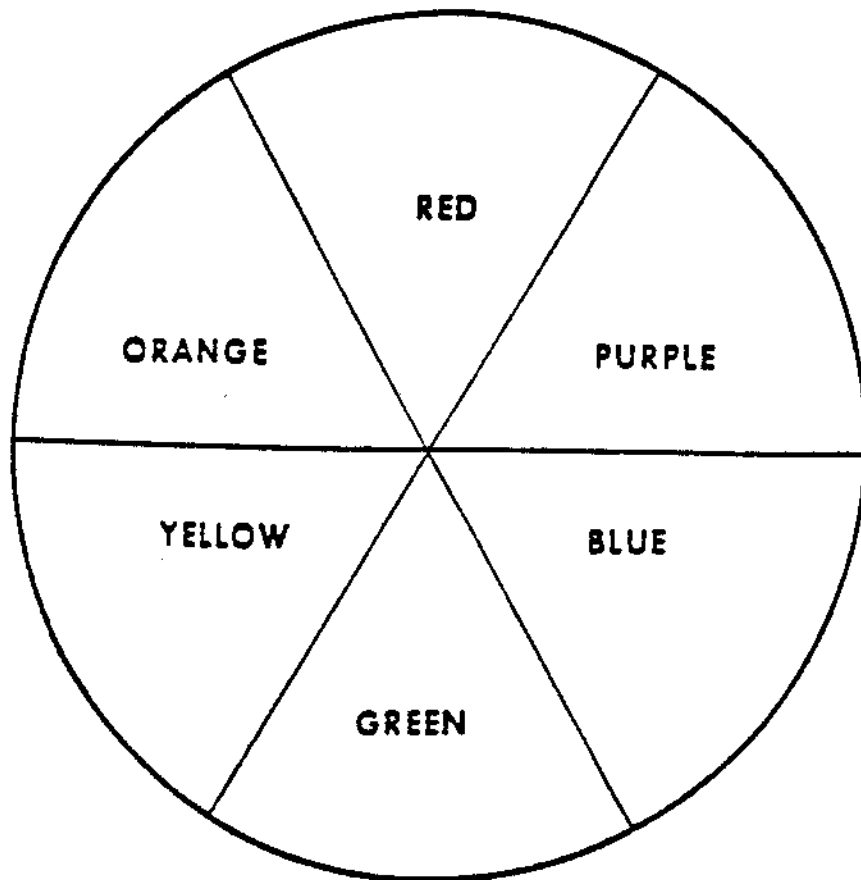
Color is an effective tool to use when developing, fabricating, and installing displays.

Colors -

- \* Catch the customers attention.
- \* Create buying moods.
- \* Encourage customer action.
- \* Enhance overall appearance of the store.

Use the color wheel diagram below as a basic guide in determining applicable color combinations for display presentations. Adjacent colors on the wheel harmonize. Complimentary colors are directly opposite.

Determine suitable color combinations by the season or special event.



## STORE FIXTURES

Fixtures used in ships store:

- \* Cash Wrap Stands
- \* Feature End Caps
- \* Gondolas
- \* Perimeter Wall Units
- \* Showcases
- \* Store Front Showcases

*CASH WRAP STANDS* are used to hold cash registers and to package customer purchases.

*FEATURE END CAPS* should be reserved for seasonal or sales promotions. This space is also ideal for foreign merchandise brought in while the ship is on deployment. Merchandise should be changed periodically.

*GONDOLAS AND PERIMETER WALL UNITS* provide ships stores with a practical presentation area. Clothing, luggage, personal care, snacks, sundries, and other merchandise categories may all be displayed on these units. The overall design of these fixtures enable customers to see and appraise the merchandise.

*SHOWCASES and STOREFRONT SHOWCASES* enhance product appearance and aid in creating customer interest in a product. Showcases should be decorated for all seasonal events.

## FIXTURE STYLES

There are three basic styles of metal fixtures used in ships stores:

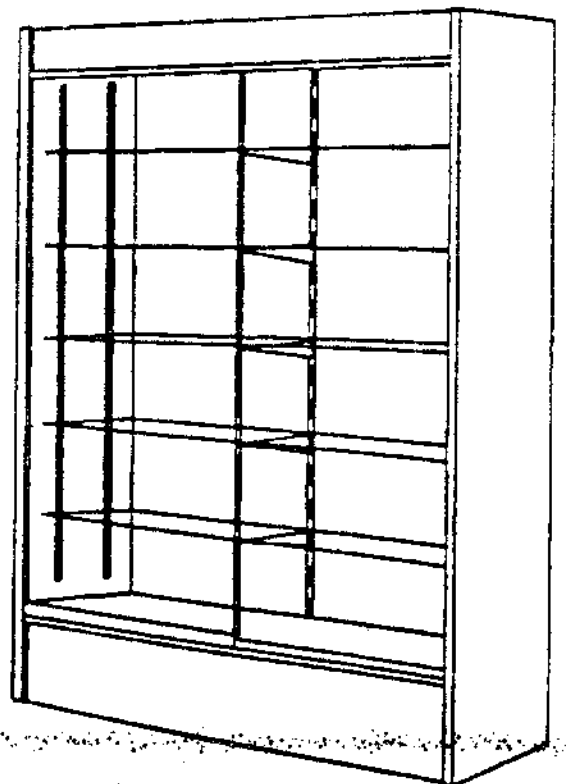
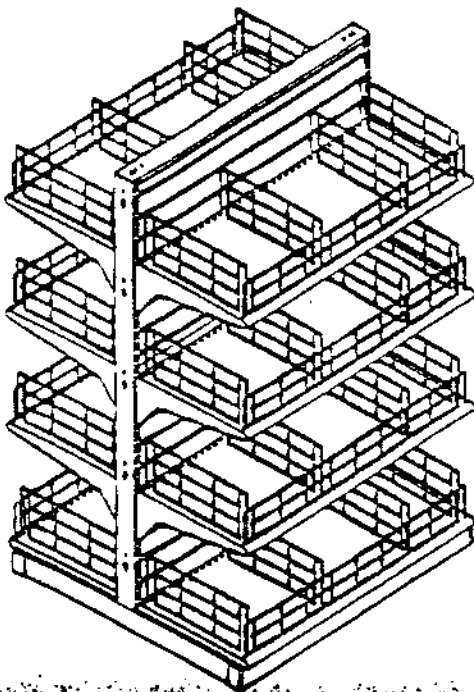
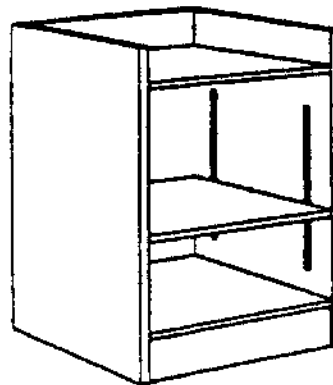
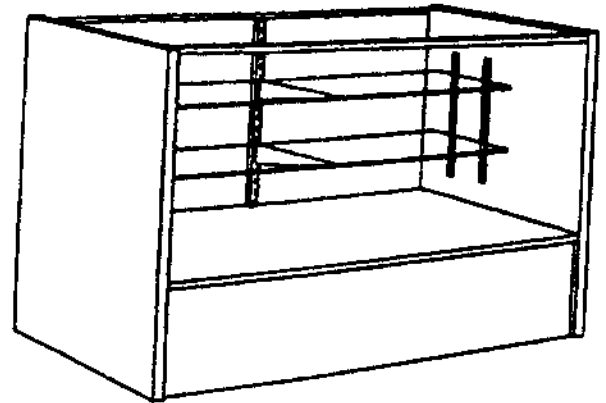
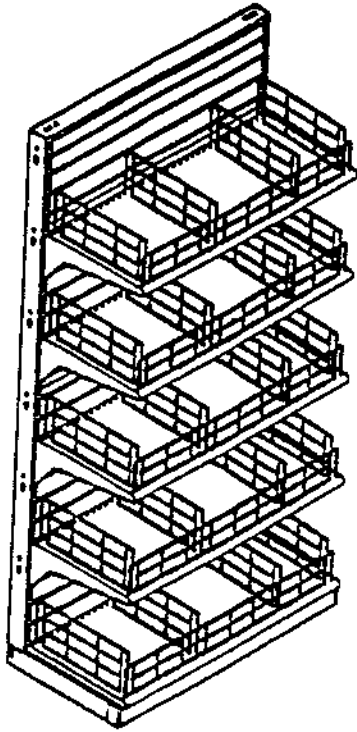
1. *PERFORATED* - These are standard metal fixtures with perforated back panels (either round holes or diamond shaped patterns).
2. *SLAT WALLS* - These are standard metal fixtures with slat back panels (currently being installed during retail store modernization).
3. *UNIWEB* - These are metal fixtures with channel back panels. The channels should run horizontal when properly assembled. Only UNIWEB accessories will fit this style fixture.

Refer to SECTION IV, RESOURCES of this publication for visual merchandise accessory ordering information. Some accessories are not interchangeable from one style of fixture to another, make sure you are ordering the correct item before placing an order.

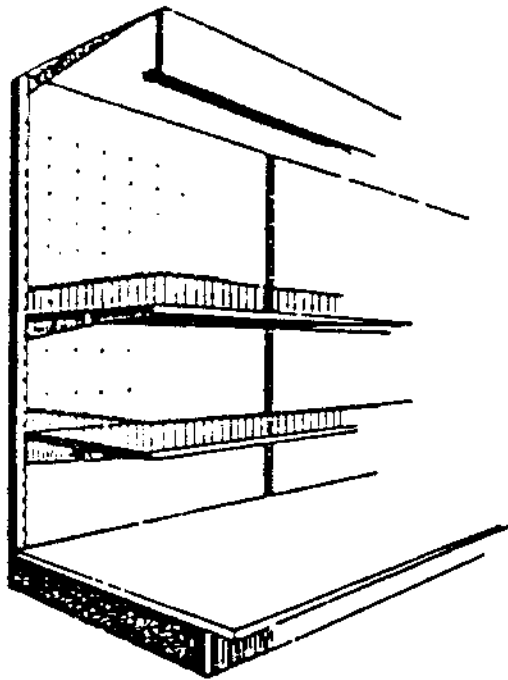
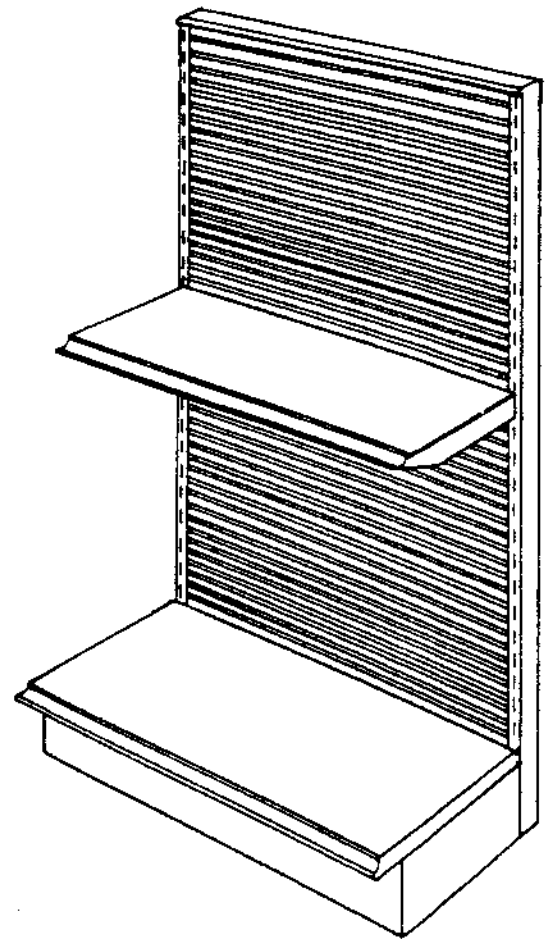
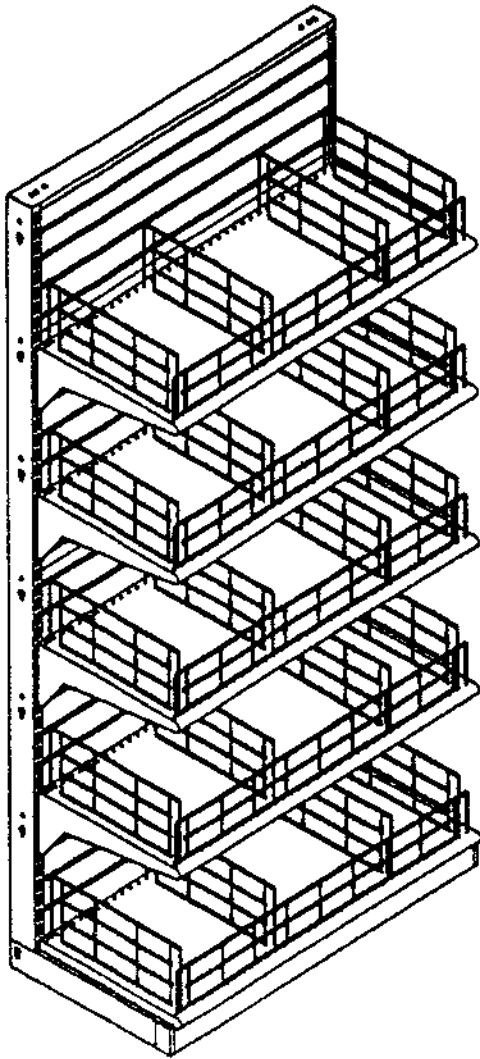
## FIXTURE ILLUSTRATIONS

The following illustrations are store fixtures and fixture styles:

### STORE FIXTURES



## FIXTURE STYLES



## **VISUAL MERCHANDISING AND STORE MODERNIZATION ASSISTANCE**

Visual merchandising and store modernization assistance is available from the Navy Exchange Service Command (NEXCOM), upon request. Assistance may be requested either directly from NEXCOM, Fleet Operations Assistance Team, Norfolk, VA or NEXCOM, Ships Store Program, Code A, by either fax, internet, letter, salts, or telephone.

ADDRESS: Navy Exchange Service Command  
Fleet Operations Assistance Team  
9610 Decatur Avenue, Bldg. W135  
Norfolk, VA 23511-3389

TELEPHONE: (757) 444-4739/4748; DSN 564-4739/4748  
FAX: (757) 444-1319  
NAVAL MESSAGE: NEXCOM REP NORFOLK VA//FAT//  
SALTS: NEXCOM FLT ASST NORFOLK VA (NX1)  
INTERNET: Fleet\_Assistance\_Team-Norfolk@nexnet.navy.mil

ADDRESS: Navy Exchange Service Command  
Ships Store Program (Code A)  
3280 Virginia Beach Blvd.  
Virginia Beach, VA 23452-5724

TELEPHONE: (757) 443-2080; DSN 646-2080  
FAX: (757) 443-2082  
NAVAL MESSAGE: NEXCOM NORFOLK VA//A//  
SALTS: NEXCOM SHIPS STORES HQ (Q27)

The following assistance will be provided during an assist visit:

### VISUAL MERCHANDISING ASSISTANCE:

- \* Assist with merchandise arrangement.
- \* Conduct training with store personnel.
- \* Recommend fixture accessories and upgrades that require minimal expense to the ship.
- \* Review current merchandise presentation and provide improvement recommendations.

### STORE MODERNIZATION ASSISTANCE:

- \* Design either new store or barbershop layouts.
- \* Prepare itemized cost estimate, research pertinent General and Military Specifications, write detail proposal for scope of work (including requisite specifications), assist with clarification of questions during contractors walk-through, and review ongoing contractor renovation work for quality assurance of equipment and project.
- \* Coordinate and assist with merchandise reset on completion of renovation project.



## **FIVE R's OF RETAIL MERCHANDISING**

There is no substitute for proper stock control - excess and overage inventories cause many problems. "What does stock control mean?" The best definition probably is exactly what it says - control your stock (inventory), not only through stock records but through know-how. Apply these five "R's" of retail merchandising to your inventory control:

### **RIGHT MERCHANDISE**

Basically, the right merchandise is that for which there is constant demand. Basic items are included in Chapter II of CARGO and are those items available from fleet issue activities. Non-basic items or luxury type items will fall under this "R" only when stocked in a conservative amount and where there is known demand for these items.

### **RIGHT PLACE**

Availability of merchandise at the right place not only will promote sales but will prevent losses. Let's bring this "R" to light and assume that a ship is scheduled for a cruise to the tropics or is being deployed with troops embarked. Experience shows that some people who are not accustomed to shipboard travel often become motion sick, and consequently, do not use the facilities of the general mess. Others, due to the irregular meal schedules, may have long waiting periods between meals. Both of these categories of personnel supplement their appetites with authorized food items that are carried in the store. In such cases, you will be wise to increase the stock of snack items prior to departure. However, with items like chocolate bars, cookies and certain candies, the tropics is not the right place to take these items, and therefore, only the type of food items that can withstand heat and humidity should be procured.

### **RIGHT PRICE**

The right price is the price that provides value to the customer and a profit to the store. Ships stores have a two tier pricing structure designed to provide both benefits. For basic necessity items, (i.e., retail departments of toiletries, sundries and uniforms), there will be a mandatory markup of six (6) percent. This price guarantees the lowest practical price to the sailor for those items which are needed onboard ship. For all other departments, there is a recommended fifteen (15) percent markup which will provide profit for the ship's recreation program.

### **RIGHT QUANTITIES**

If new merchandise is to be ordered, make sure you drop the old items and use past sales history as a guide. Check stock records, ship's schedule of operations and next replenishment availability. After all, if the stock records show that you didn't sell a particular item, why order it again? If the ship is scheduled for a long period in port or at a shipyard, why stock large quantities since most merchandise can be ordered in the time that it takes to make a phone call?

### **RIGHT TIME**

Buying merchandise at the right time will preclude accumulation of excesses. Take the non-basic items which are the danger items. It will be noticed that during July, August and September the only demands for gift type merchandise are probably for birthday occasions. However, when you deploy to the MED or WESTPAC during the Christmas, Mother's Day and Father's Day holidays, the demand for foreign merchandise and other luxury items is much higher. In other words, plan the inventory stock so that the right merchandise is carried at the right time and in the right quantities.

## **VISUAL MERCHANDISING CHECKLIST**

- \_\_\_\_\_ ♦ Change feature displays frequently to acquaint customers with new merchandise.
- \_\_\_\_\_ ♦ Displays, Merchandise and Store should always be clean, neat and orderly.
- \_\_\_\_\_ ♦ Distinguish Clearance and Close-Out Merchandise from regular priced merchandise.  
Identify sale items with suitable signing.
- \_\_\_\_\_ ♦ Lights should be clean and replaced as soon as burnt out.
- \_\_\_\_\_ ♦ Merchandise Displays should be installed for special events and holidays well in advance.  
(See Planning Calendar on page 12).
- \_\_\_\_\_ ♦ Shelves should be well stocked for maximum effectiveness.
- \_\_\_\_\_ ♦ Signs and Price Tickets should be accurate and informative.
- \_\_\_\_\_ ♦ Use the Most Productive Display Space for new and exciting items.

## **SECTION II SIGNS**

## **SIGNING**

Signs have a considerable impact on store image and they relay import information to customers. Signs are silent salesmen. They tell the customer:

- \* **WHO** the product is from.
- \* **WHAT** the item is.
- \* **WHEN** the sale is.
- \* **WHERE** the store is.
- \* **HOW** store policies work.

There is a sign for every purpose and need. Determining the type of sign needed is simple if one remembers that the sign is to help someone make a decision.

### **♦ SIGNS -**

- Show product differences.
- Activate customer interest in a product.
- Lead customers to a product.
- Educate customers.
- Sell the product.

### **INSTITUTIONAL SIGNS**

- \* Add to the appearance of the store.
- \* Establish the location of the store.
- \* Give the customer information about store policy, (i.e. authorized patrons, hours of operations, refunds, etc.)

Institutional signs are usually permanent signs. The purpose of these signs is to give customers information. These signs should be placed so they are visible to the customer but do not interfere with the merchandise

### **MERCHANDISE SIGNS**

⊗ Tell the customer:

- \* What is or will be on sale.
- \* What the item is.
- \* What the price is.

Merchandise signs should always be placed next to the item represented. The product should remain visible to the customer and not be hidden by the sign.

The size of display space will determine what size sign to use. Merchandise signs will usually be 5-1/2" x 7". However, signs in showcases should be limited to 3-1/2" x 5-1/2" or price blocks.

## CREATING A MERCHANDISE SIGN

### ⊗ Attract attention with the LEAD LINE.

- \* Can be one word or phrase.  
For example: It's New!  
Gift Idea!  
For Her or Him!
- \* Use bold print for "SPECIAL", "CLEARANCE", "SALE", etc.

### ⊗ Identify items with the HEADLINE.

- \* Name or identify the item.
- \* Use as few words as possible.
- \* It is the largest lettering on the sign, except for the price.
- \* Can be two lines if required.  
For example: NIKON  
35mm Camera!

## CREATE DESIRE WITH DESCRIPTIVE COPY

- \* Use short telegraphic sentences, i.e., "Lithium batteries included".
- \* Describe the merchandise with specific qualities, i.e., "70NK Zoom lens".
- \* Describe features that are not readily seen, i.e., "Red eye flash protection".
- \* Limit descriptive copy to one or two lines.

## COMPLETE THE SIGN WITH THE PRICE

- \* Use clear bold print • the price should be the largest type on the sign.
- \* When the price is in dollars only • use the \$ sign and no decimals.
- \* When the price is in dollars and cents • print without the \$ sign.
- \* When the price is in cents only • use the cent sign.

Best results are obtained when signs are created with consistency. This is achieved by adopting and following a format that will use the same type of layout and composition to ensure signs are uniform in design throughout the store.

● **IMPORTANT** ● There should be NO handwritten merchandise signs used in displays. Handwritten signs are not appealing and diminish overall store appearance.

## BULLETIN BOARDS

Avoid cluttering the store front with signs, notices and bulletins that are scotch taped to doors or store front showcases. Install a bulletin board, which can easily be constructed from a piece of homasote, at the main entrance of the store. It can be made to fit any available conspicuous spot on the bulkhead outside the store. Notices, price lists, special offers, bulletins and ships store financial reports should be posted on the bulletin board. Seasonal decorations may be used to trim the board.

## **SHIP STORES REQUIRED SIGNS**

### **HOURS OF OPERATION**

Operating hours decals are an integral part of the ship stores signing program. Post the "*HOURS OF OPERATION*" signs in all retail and service outlets. The easy-to-read decal, supplied by NEXCOM, Ships Store Program, has numerals that are changeable to meet all requirements.

Apply the decal as follows:

*OVER-THE-COUNTER STORE:* Apply decal to the inside of the store front showcase service window at eye level.

*WALK-IN STORE:* Apply decal to the inside of a piece of clear plexiglas. Secure plexiglas to the bulkhead with self-tapping metal screws.

To remove decal, use lacquer thinner or butyl cellusolve. Apply remover with a soft cloth or piece of cotton. Use light circular motions for best results. Remember, do not scrape decal from the panel, doing so will scratch the plexiglas and necessitate replacement.

Sign illustrations that may be replicated locally for use in the ships store are as follows:

### **AUTHORIZED PATRONS**

- Officers and enlisted personnel onboard for duty as ship's company.
- Officers and enlisted personnel onboard either for active duty training or for passage en route to duty, including members of the Navy, Marine Corps, Coast Guard, Army or Air Force.
- Official passengers (including National Oceanic and Atmospheric Administration, Public Health Service and U.S. Foreign Service personnel en route to duty).
- Accredited United States technicians (military or civilian) who are actually embarked or assigned onboard in an official capacity.
- Active duty members of the Armed Forces, and those personnel listed above, who are not actually onboard when located in a remote area where an Armed Forces Exchange is not available.

Insignia items for Navy Uniforms will not be sold to customers who are not authorized to wear the items on their uniforms.

### **CHECK POLICY**

- Personal checks, from active duty and active duty for training personnel, are accepted in the ships store for the amount of purchase only.
- Personal checks must be drawn against a United States bank account, stated in terms of United States currency, and inscribed with the printed name of the purchaser and magnetic ink bank account number.
- Personal checks will be made payable to "USS \_\_\_\_\_".
- Personal checks will bear the individual's signature, social security number and duty station.
- No two party checks will be accepted in the ships store.

## PROVISIONS OF PURCHASE

- ♦ Items purchased from the ships store will be for personal use of the customer or their dependent's use and will not be resold to or exchanged in barter with any other person.
- ♦ Ships store purchases may be made for outright gifts to other persons.

## REFUND POLICY

- ♦ Defective merchandise may be returned to the ships store provided the return date is still within the manufacturer's guarantee or warranty period.
- ♦ Defective merchandise that is not covered by guarantee or warranty but can be determined to have been defective at the time of purchase may be returned to the ships store provided the return date is within 30 days after the purchase date.

## REMINDER

- ♦ Personnel are prohibited from accepting any gratuities either directly or indirectly, from any vendor or supplier doing business with NEXCOM.
- ♦ Personnel may not, under any circumstances, give preferential treatment to vendors or suppliers in the procurement of supplies or in the distribution, stocking or presentation or resale of products.

## SHIPS STORE PROFITS

- ♦ Profits from sales in the ships store are the basic source of funds available to the Commanding Officer for the ship's recreation fund.

## SPECIAL ORDERS

- ♦ Special order service is available on authorized merchandise that is not carried in stock.

## SUGGESTION BOX

### Availability of Merchandise and Services:

In order to better serve you, we solicit your comments on items carried and services offered. Drop a note in the suggestion box. The ships store officer will give it personal attention.

## TAX-FREE CIGARETTE LIMIT

- ♦ Pursuant to the laws of the state in which tax-free cigarettes may be legally transported and to protect the benefit and privilege of the opportunity to purchase state tax-free tobacco products, each sale will be limited to two (2) cartons per customer.

## WARNING



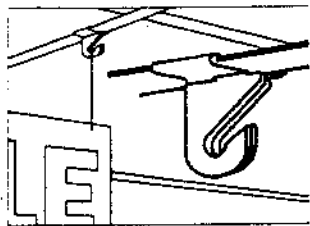
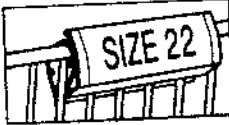


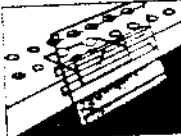
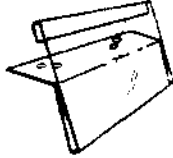
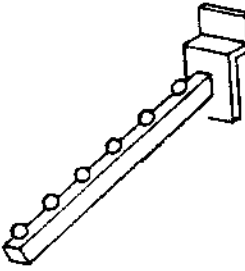
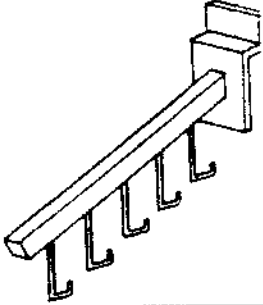


- ♦ The Surgeon General has determined that cigarette smoking is dangerous to your health.

## **SECTION III**

# **GLOSSARY**



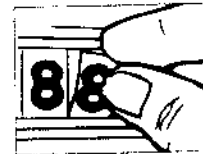
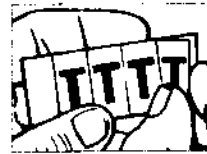
## GLOSSARY

Attacher, Round	Plastic screw for attaching ticket holders to shelf perforations.	
Ball Cap Displayer	Available for Slatwalls or Perfboard.	
Barnacle Clips	Encases metal strip. Used to hang signs and decorations. (1-1/4"w x 1-1/2"h)	
Basket Hook	Inverted "J" fixture. Use with UniWeb panels for adapting other manufacturers' accessories.	 
Cardholder	Signholder for price card. (5-1/2" w X 3" h)	  
Cascade or Waterfall. Ball Stop  Cascade or Waterfall. "J" Hook	Attaches to panel at forty-five degree angle. Available for Slat and UniWeb Shelving. With Perfboard, order cascades and faceout for Hangrod / Hangrail.	 
Channel, Plastic Molding or Shelf Edge Molding	"C" shaped shelf edge or attachable strip used for price and description display. Standard sizes: 7/8"h or 1-1/4"h	 

# GLOSSARY

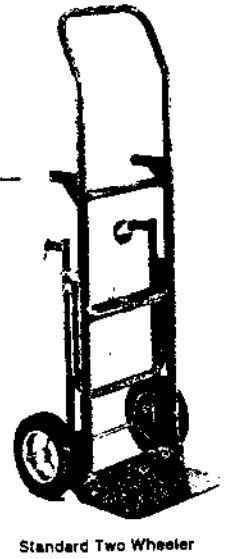
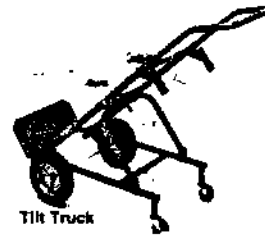
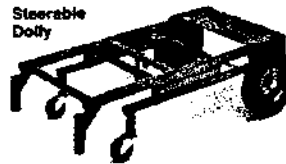
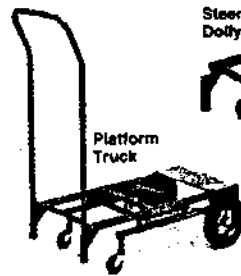
## Channel Numbers

Slide into channel. Standard sizes: 7/8"h or 1-1/4"h



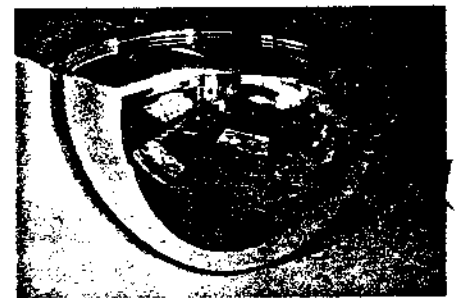
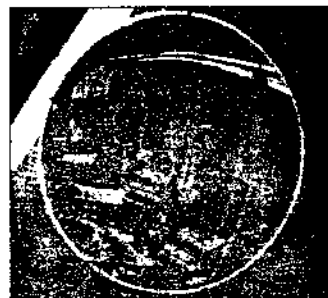
## Convertible Hand Truck

Optional horizontal or vertical transport.



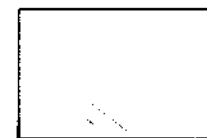
## Convex Security Mirror

Wall mount. (18" Radius)



## Cover, Label Holder (1-1/4" H X 3"W)

Transparent plastic for use in channel or plastic molding. Standard sizes: 3" w X 1-1/4" h or 2-7/8" w X 7/8" h

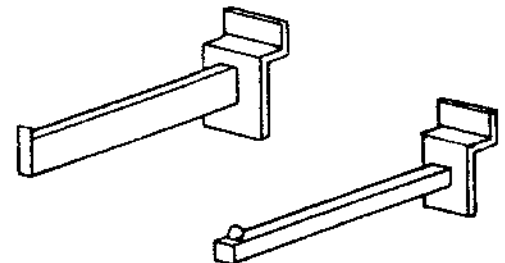


## End Cap

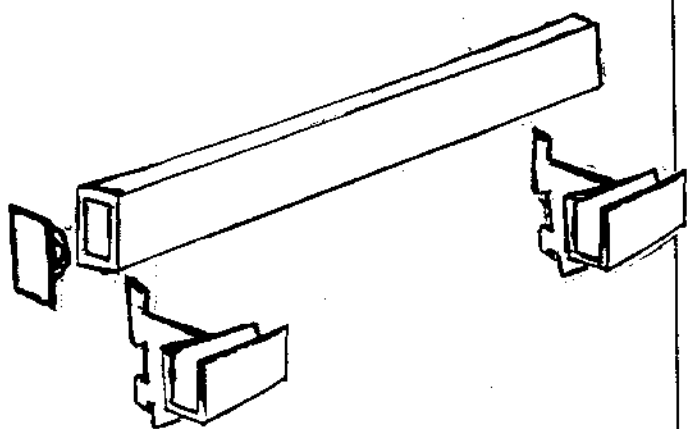
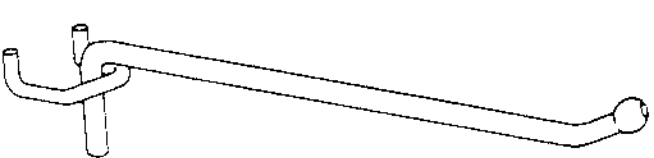
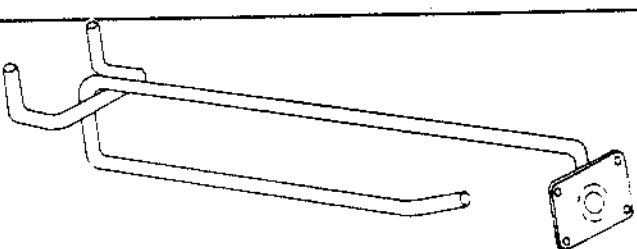
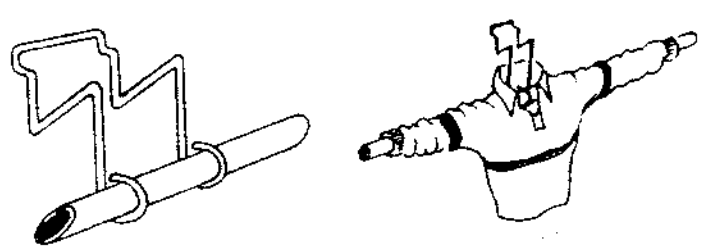


Cross end of gondola isle shelf system used to display merchandise specials. Should create visual interest and be changed frequently.

## Face-Out ~ Straight-Out

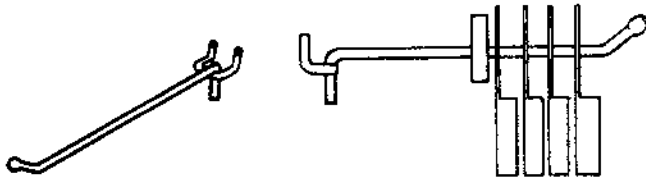
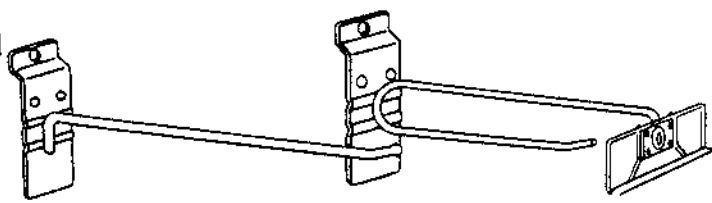
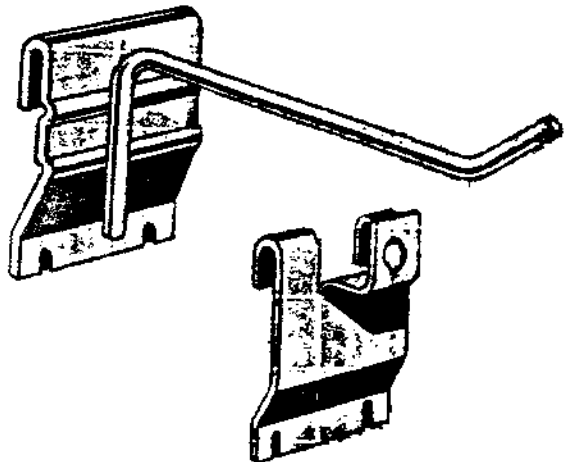
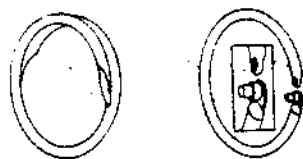
Attaches to panel at ninety degree angle to aid in display. Available for Slat and UniWeb Shelving. With Perfboard, order cascades and faceout for Hangrod / Hangrail.



# GLOSSARY

Gondola	A continuous run of two sided isle shelves that are self-supporting.	
Hangrod or Hangrail	Adds dimension for pegging or hanging items.	<i>Order as unit.</i> 
Hangrod or Hangrail Bracket	Extends Hangrod. Fits into slots on uprights. <i>Available for 1/2" slots on 1" centers; 1" slots on 2" centers; or 1" slots on 1-1/2" centers.</i>	
Hangrod or Hangrail Bracket End	Finished end.	
Hook	Used to hang display items. <i>Available for Slatwall, Perfboard and UniWeb fixtures.</i>	
Hook, Scanning	Features plastic or metal piece at the end of hook. Requires Scanner Face for ticket. <i>Available for Slatwall, Perfboard and UniWeb fixtures.</i>	
Lansa Cube	Lock together cubes used in showcase displays.	<div>\$</div> <div>3</div> <div>.</div> <div>7</div> <div>5</div>
Mannequin Form	Attaches to Slatwall.	
Scarecrow Displayer	Attaches to Perfboard or UniWeb shelving.	
Merchandise Hang Tags	Plastic backing that self-adheres to small items (playing cards, etc.) use to suspend merchandise from fixture panel by hook.	 

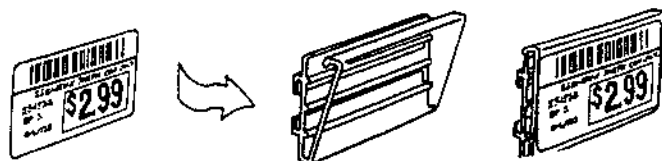
## GLOSSARY

Panel, Perfboard	Fixture panel found between standards of wall or gondola displays. Characterized by holes spaced vertically and horizontally at 1" intervals.
Panel Fixture, Perfboard	Merchandising aid characterized by prongs 1" apart. <i>Also, referred to as Diamond Perf.</i> 
Panel, Slatwall	Fixture panel found between standards of wall or gondola displays. Characterized by 3" grooved spacing.
Panel Fixture, Slatwall	Merchandising aid with recessed lip that is secured behind upper groove and extends the length of slat. 
Panel, UniWeb	Fixture panel found between standards of wall or gondola displays. Characterized by "J" shaped troughs occurring horizontally at 1" intervals.
Panel Fixture, UniWeb	Fixture having an inverted "J" hook that latches over back panel. 
Plug-In Keypad Display	Characterized By 2" Revolving Red Characters. <div data-bbox="954 1541 1502 1668" style="border: 1px solid black; padding: 5px; text-align: center;"> Changeable rotating message </div>
Rings, Snap	Used to attach cards and labels to wire bin. 

# GLOSSARY

Scanner Face

Plastic piece that fits over Scanner hook.

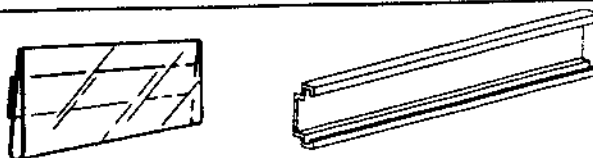


Scarecrow Displayer

See Mannequin Form.

Shelf Edge Molding

Attaches to front of shelf.



Signing Card, "Silent Salesman"

Draws attention to merchandise. Usually highlights "Price Reduction", "New Item" or "Special".

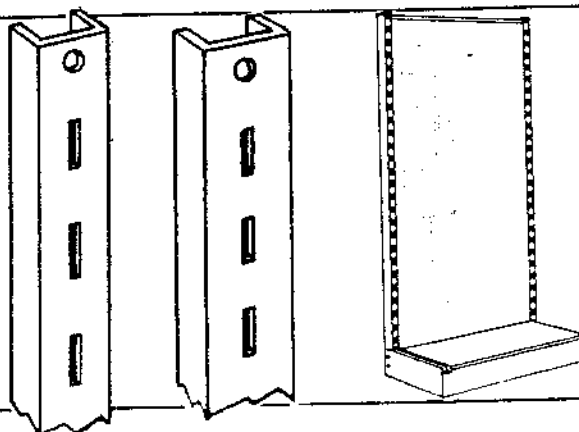
**SPECIAL**  
\$100.00

**PRICE REDUCED**  
20% OFF

**NEW ITEM**  
Peanut Chips

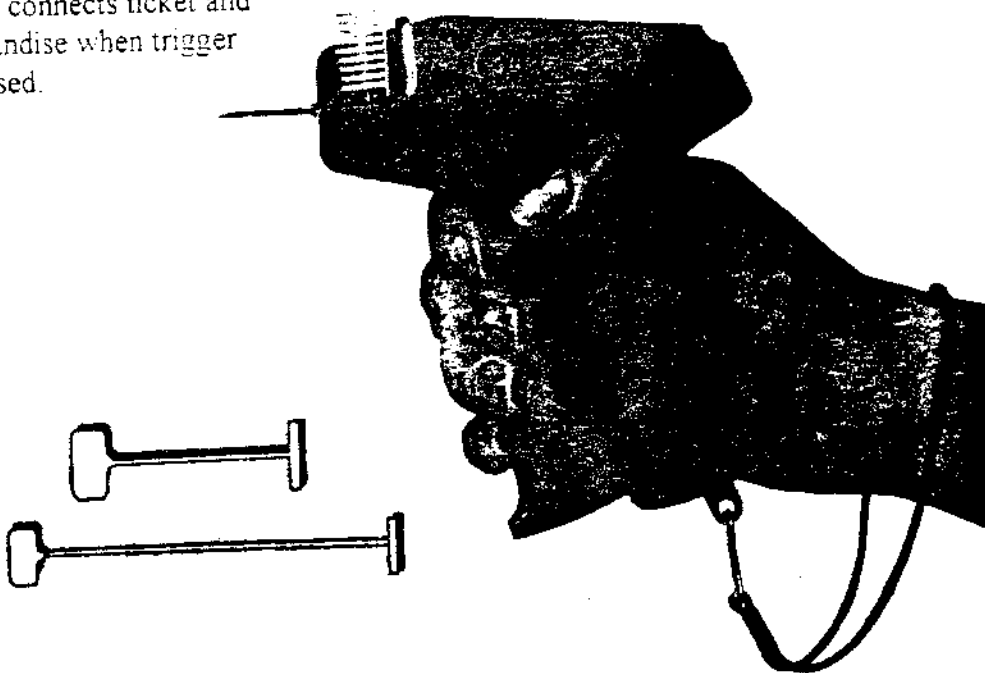
Standards or Uprights

Vertical portion of wall or gondola fixture that stabilizes back panels and provides slots for supporting shelf fixtures. Standard slot sizes: 1/2" slots on 1" centers; 1" slots on 2" centers; or 1" slot on 1-1/2" centers (*Metal Dynamics*)  
*Note: UniWeb shelving may not have standards.*

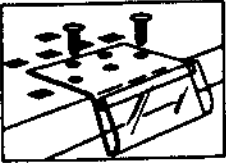
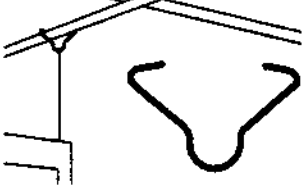

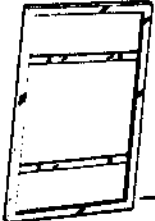
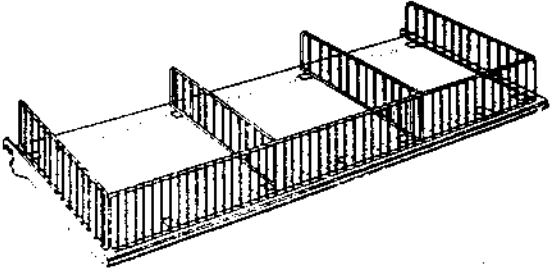


Tag Attacher, Fastener

Hand-held label price system. Needle connects ticket and merchandise when trigger depressed.



# GLOSSARY

Ticket Holder	<p>Merchandising aid for price and inventory information to be placed adjacent merchandise.</p> 
Tie Ceiling Clip	<p>Encases metal strip to secure hanging signs and decorations. (3/4"w x 5/8"h)</p> 
Wall Mounted Card Frame	<p>Attaches to wall. Standard sizes: 7" X 5-1/2" or 11" X 7" *Can use vertically or horizontally.</p>  
Wire Binning	<p>Fencing attached to front [36" or 48"(l) X 4"(h)] and sides <i>or</i> <i>dividers</i> [14" or 17"(d) X 6"(h)] of shelves preventing movement of merchandise.</p> 

## **SECTION IV**

# **RESOURCES**

# VENDOR CROSS REFERENCE GUIDE

A. RIFKIN COMPANY

MONEY BAG  
NOTE

CENTRAL SHIPPEE, INC.

DISPLAY CLOTH

ECONOCO CORPORATION

BRACKET  
END CAP  
FACEOUT  
HOOK  
TUBING

HUBERT

DECORATION  
MATERIAL HANDLING  
SHOPPING BASKET  
SIGNING AID

METAL DYNAMICS

FIXTURE ACCESSORY

MONARCH MARKING SYSTEM

ACCESSORY  
BAG  
CHARACTERS  
GIFT CERTIFICATE  
LABEL SCRAPER  
MAT  
MIRROR  
PRICE GUN  
PRICING AID  
PRICING LABEL  
SHOPPING BASKET  
SIGN

SEMASYS, INC.

ADAPTER  
COVER  
DISPLAY HARDWARE  
PEGHOOK AID  
PRICING AID  
ROUND FASTENER  
SHOPPING BASKET  
SIGN  
SIGNING AID  
TRAY

TRIMCO

RISER

UNIWEB, INC.

FIXTURE ACCESSORY



**VISUAL MERCHANDISING VENDOR LISTING**

\* PRICES PROVIDED ARE APPROXIMATIONS AND ARE SUBJECT TO CHANGE WHEN ORDERING \*

AVAILABLE FROM: A. RIFKIN COMPANY  
P. O. BOX 878  
WILKES-BARRE, PA 18703-0878

POC: CUSTOMER SERVICE  
PHONE: (800) 458-7300  
FAX: (717) 825-5282

TERMS: NET 30 DAYS  
FOB: SHIPPING POINT  
WILKES-BARRE, PA

ITEM#	STOCK NUMBER	DESCRIPTION	QTY	UNIT	COST PRICE
0001	G -	GENERAL INFORMATION:			0.00
		NOTE: {FOR MONEY BAGS},			
		<> MASTER KEY LOCK CHARGE OF \$1.35 INCLUDED IN COST FOR EACH BAG.			
		(ALLOWS MASTER KEY TO FIT ALL BAGS ORDERED WITH SPECIFIC NUMBER SERIES.)			
		<> SECURITY: MASTER KEYS ARE MAILED UNDER SEPARATE COVER TO SALES OFFICER, RETURN RECEIPT REQUIRED.			
		<> QUANTITY BREAK: FOR ORDERS OVER 12 BAGS W\SAME NAME.			
		<> SEQUENTIAL NUMBERING REQUIRES NO ADDITIONAL CHARGE.			
0002	960000-0032		1	BG.	19.65
		MONEY BAG: TR-70, NYLOTOP, YALE BLUE (7" X 10") EMBROIDERED GOLD THREAD W/SHIP'S NAME & NUMBERED, KEYED DIFFERENTLY			
0003	960000-0033		1	BG.	18.33
		MONEY BAG: TR-70S, NYLOTOP, YALE BLUE (7" X 10") WINDOW ID POCKET, KEYED DIFFERENTLY			
0004	960000-0034		1	BG.	21.35
		MONEY BAG: TR-90, NYLOTOP, YALE BLUE (9" X 12") EMBROIDERED GOLD THREAD W/SHIP'S NAME & NUMBERED, KEYED DIFFERENTLY			
0005	960000-0035		1	BG.	19.85
		MONEY BAG: TR-90S, NYLOTOP, YALE BLUE (9" X 12") WINDOW ID POCKET, KEYED DIFFERENTLY			
0006	960000-0036		1	BG.	20.28
		MONEY BAG: TR-100, NYLOTOP, YALE BLUE (9" X 10-1/2") EMBROIDERED GOLD THREAD W/SHIP'S NAME & NUMBERED, KEYED DIFFERENTLY			
0007	960000-0037		1	BG.	18.90
		MONEY BAG: TR-100S, NYLOTOP, YALE BLUE (9" X 10-1/2") WINDOW ID POCKET, KEYED DIFFERENTLY			
0008	960000-0038		1	BG.	23.57
		MONEY BAG: TR-120, NYLOTOP, YALE BLUE (12" X 16") EMBROIDERED GOLD THREAD W/SHIP'S NAME & NUMBERED, KEYED DIFFERENTLY			
0009	960000-0039		1	BG.	21.83
		MONEY BAG: TR-120S, NYLOTOP, YALE BLUE (12" X 16") WINDOW ID POCKET, KEYED DIFFERENTLY			

**VISUAL MERCHANDISING VENDOR LISTING**

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AVAILABLE FROM: CENTRAL SHIPPEE, INC.  
P. O. BOX 135  
BLOOMINGDALE, NJ 07403-0135

POC: CUSTOMER SERVICE  
PHONE: (973) 838-1100  
FAX: (973) 838-8273

TERMS: NET 30 DAYS  
FOB: SHIPPING POINT  
BLOOMINGDALE, NJ

ITEM#	STOCK NUMBER	DESCRIPTION	QTY	UNIT	COST PRICE
0001	960000-0040	1	YD.	14.15	
DISPLAY CLOTH: 251, WOOL FELT, 60" WIDTH, 9 OZ., WHITE					
0002	960000-0041	1	YD.	14.15	
DISPLAY CLOTH: 241, WOOL FELT, 60" WIDTH, 9 OZ., LEMON					
0003	960000-0042	1	YD.	14.15	
DISPLAY CLOTH: 414, WOOL FELT, 60" WIDTH, 9 OZ., VANILLA					
0004	960000-0043	1	YD.	14.15	
DISPLAY CLOTH: 427, WOOL FELT, 60" WIDTH, 9 OZ., WILLIAMSBURG BLUE					
0005	960000-0044	1	YD.	14.15	
DISPLAY CLOTH: 404, WOOL FELT, 60" WIDTH, 9 OZ., STRONG GREEN					
0006	960000-0045	1	YD.	14.15	
DISPLAY CLOTH: 254, WOOL FELT, 60" WIDTH, 9 OZ., SILVER					
0007	960000-0046	1	YD.	14.15	
DISPLAY CLOTH: 333, WOOL FELT, 60" WIDTH, 9 OZ., SAPPHIRE					
0008	960000-0047	1	YD.	14.15	
DISPLAY CLOTH: 288, WOOL FELT, 60" WIDTH, 9 OZ., KELLY GREEN					
0009	960000-0048	1	YD.	14.15	
DISPLAY CLOTH: 401, WOOL FELT, 60" WIDTH, 9 OZ., PLUM PURPLE					
0010	960000-0049	1	YD.	14.15	
DISPLAY CLOTH: 235, WOOL FELT, 60" WIDTH, 9 OZ., COFFEE					
0011	960000-0050	1	YD.	14.15	
DISPLAY CLOTH: 364, WOOL FELT, 60" WIDTH, 9 OZ., BEIGE					
0012	960000-0051	1	YD.	14.15	
DISPLAY CLOTH: 279, WOOL FELT, 60" WIDTH, 9 OZ., BARK					
0013	960000-0052	1	YD.	14.15	
DISPLAY CLOTH: 273, WOOL FELT, 60" WIDTH, 9 OZ., ROYAL BLUE					
0014	960000-0053	1	YD.	14.15	
DISPLAY CLOTH: 218, WOOL FELT, 60" WIDTH, 9 OZ., BILLIARD GREEN					
0015	960000-0054	1	YD.	14.15	
DISPLAY CLOTH: 200, WOOL FELT, 60" WIDTH, 9 OZ., FIRE RED					

**VISUAL MERCHANDISING VENDOR LISTING**

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AVAILABLE FROM: CENTRAL SHIPPEE, INC.  
P. O. BOX 135  
BLOOMINGDALE, NJ 07403-0135

POC: CUSTOMER SERVICE  
PHONE: (973) 838-1100  
FAX: (973) 838-8273

TERMS: NET 30 DAYS  
FOB: SHIPPING POINT  
BLOOMINGDALE, NJ

ITEM#	STOCK NUMBER	DESCRIPTION	QTY	UNIT	COST PRICE
0016	960000-0056		1	YD.	14.15
DISPLAY CLOTH: 277, WOOL FELT, 60" WIDTH, 9 OZ., BROWN					
0017	960000-0057		1	YD.	14.15
DISPLAY CLOTH: 236, WOOL FELT, 60" WIDTH, 9 OZ., FLANNEL					
0018	960000-0058		1	YD.	14.15
DISPLAY CLOTH: 240, WOOL FELT, 60" WIDTH, 9 OZ., BLACK					
0019	960000-0059		1	YD.	14.15
DISPLAY CLOTH: 230, WOOL FELT, 60" WIDTH, 9 OZ., NAVY					
0020	960000-0060		1	YD.	14.15
DISPLAY CLOTH: 205, WOOL FELT, 60" WIDTH, 9 OZ., BURGUNDY					
0021	960000-0205		1	YD.	14.15
DISPLAY CLOTH: 432, WOOL FELT, 60" WIDTH, 9 OZ., FAWN					
0022	960000-0206		1	YD.	14.15
DISPLAY CLOTH: 315, WOOL FELT, 60" WIDTH, 9 OZ., SMOKE TAN					
0023	960000-0207		1	YD.	14.15
DISPLAY CLOTH: 905, FANFARE, 63" WIDTH, (ASTME-84-91A)., 100% VELCRO COMPATIBLE, FROST					
0024	960000-0208		1	YD.	12.30
DISPLAY CLOTH: 932, FANFARE, 63" WIDTH, (ASTME-84-91A)., 100% VELCRO COMPATIBLE, HEATHER					
0025	960000-0209		1	YD.	12.30
DISPLAY CLOTH: 974, FANFARE, 63" WIDTH, (ASTME-84-91A)., 100% VELCRO COMPATIBLE, BERRY					
0026	960000-0210		1	YD.	12.30
DISPLAY CLOTH: 910, FANFARE, 63" WIDTH, (ASTME-84-91A)., 100% VELCRO COMPATIBLE, LILAC					
0027	960000-0211		1	YD.	12.30
DISPLAY CLOTH: 912, FANFARE, 63" WIDTH, (ASTME-84-91A)., 100% VELCRO COMPATIBLE, PEWTER					
0028	960000-0212		1	YD.	12.30
DISPLAY CLOTH: 916, FANFARE, 63" WIDTH, (ASTME-84-91A)., 100% VELCRO COMPATIBLE, SLATE					

**VISUAL MERCHANDISING VENDOR LISTING**

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BLOOMINGDALE, NJ 07403-0135

POC: CUSTOMER SERVICE  
PHONE: (973) 838-1100  
FAX: (973) 838-8273

TERMS: NET 30 DAYS  
FOB: SHIPPING POINT  
BLOOMINGDALE, NJ

ITEM#	STOCK NUMBER	DESCRIPTION	QTY	UNIT	COST PRICE
0029	960000-0213		1	YD.	12.30
DISPLAY CLOTH: 920, FANFARE, 63" WIDTH, (ASTME-84-91A).., 100% VELCRO COMPATIBLE, ICE					
0030	960000-0214		1	YD.	12.30
DISPLAY CLOTH: 914, FANFARE, 63" WIDTH, (ASTME-84-91A).., 100% VELCRO COMPATIBLE, STERLING					
0031	960000-0215		1	YD.	12.30
DISPLAY CLOTH: 949, FANFARE, 63" WIDTH, (ASTME-84-91A).., 100% VELCRO COMPATIBLE, CHARCOAL					
0032	960000-0216		1	YD.	12.30
DISPLAY CLOTH: 990, FANFARE, 63" WIDTH, (ASTME-84-91A).., 100% VELCRO COMPATIBLE, ONYX					
0033	960000-0217		1	YD.	12.30
DISPLAY CLOTH: 944, FANFARE, 63" WIDTH, (ASTME-84-91A).., 100% VELCRO COMPATIBLE, POPPY					
0034	960000-0218		1	YD.	12.30
DISPLAY CLOTH: 925, FANFARE, 63" WIDTH, (ASTME-84-91A).., 100% VELCRO COMPATIBLE, AZALEA					
0035	960000-0219		1	YD.	12.30
DISPLAY CLOTH: 930, FANFARE, 63" WIDTH, (ASTME-84-91A).., 100% VELCRO COMPATIBLE, MUSHROOM					
0036	960000-0220		1	YD.	12.30
DISPLAY CLOTH: 935, FANFARE, 63" WIDTH, (ASTME-84-91A).., 100% VELCRO COMPATIBLE, SPEARMINT					
0037	960000-0221		1	YD.	12.30
DISPLAY CLOTH: 938, FANFARE, 63" WIDTH, (ASTME-84-91A).., 100% VELCRO COMPATIBLE, BLUE SPRUCE					
0038	960000-0222		1	YD.	12.30
DISPLAY CLOTH: 971, FANFARE, 63" WIDTH, (ASTME-84-91A).., 100% VELCRO COMPATIBLE, GRASS					
0039	960000-0223		1	YD.	12.30
DISPLAY CLOTH: 942, FANFARE, 63" WIDTH, (ASTME-84-91A).., 100% VELCRO COMPATIBLE, TEAL					

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AVAILABLE FROM: CENTRAL SHIPPEE, INC.  
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BLOOMINGDALE, NJ 07403-0135

POC: CUSTOMER SERVICE  
PHONE: (973) 838-1100  
FAX: (973) 838-8273

TERMS: NET 30 DAYS  
FOB: SHIPPING POINT  
BLOOMINGDALE, NJ

ITEM#	STOCK NUMBER	DESCRIPTION	QTY	UNIT	COST PRICE
0040	960000-0224		1	YD.	12.30
		DISPLAY CLOTH: 945, FANFARE, 63" WIDTH, (ASTME-84-91A)., 100% VELCRO COMPATIBLE, ELECTRIC			
0041	960000-0225		1	YD.	12.30
		DISPLAY CLOTH: 950, FANFARE, 63" WIDTH, (ASTME-84-91A)., 100% VELCRO COMPATIBLE, AZURE			
0042	960000-0226		1	YD.	12.30
		DISPLAY CLOTH: 963, FANFARE, 63" WIDTH, (ASTME-84-91A)., 100% VELCRO COMPATIBLE, BLUEBERRY			
0043	960000-0227		1	YD.	12.30
		DISPLAY CLOTH: 955, FANFARE, 63" WIDTH, (ASTME-84-91A)., 100% VELCRO COMPATIBLE, NAVY			
0044	960000-0228		1	YD.	12.30
		DISPLAY CLOTH: 960, FANFARE, 63" WIDTH, (ASTME-84-91A)., 100% VELCRO COMPATIBLE, DAFFODIL			

**VISUAL MERCHANDISING VENDOR LISTING**

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AVAILABLE FROM: ECONOCO CORPORATION  
300 KARIN LANE  
HICKSVILLE, NY 11801

POC: TARA RIZZO  
PHONE: (800) 645-7032  
FAX: (516) 822-8970

TERMS: NET 30 DAYS  
FOB: SHIPPING POINT  
HICKSVILLE, NY

ITEM#	STOCK NUMBER	DESCRIPTION	QTY	UNIT	COST PRICE
0001	960000-0192		1	EA.	1.45
		BRACKET: GR3, 3" FOR RECTANGULAR TUBING, USE W/HD STANDARDS 1" SLOTS ON 2" CENTERS			
0002	960000-0193		1	EA.	2.50
		BRACKET: GR8, 8" FOR RECTANGULAR TUBING, USE W/HD STANDARDS 1" SLOTS ON 2" CENTERS			
0003	960000-0194		1	EA.	2.45
		BRACKET: GR12, 12" FOR RECTANGULAR TUBING, USE W/HD STANDARDS 1" SLOTS ON 2" CENTERS			
0004	960000-0195		1	EA.	2.60
		TUBING: RE3, 36" RECTANGULAR, 1/2" X 1-1/2" 16 GAUGE			
0005	960000-0196		1	EA.	0.35
		HOOK: H9, 9" SADDLE MOUNT, FOR RECTANGULAR TUBING			
0006	960000-0197		1	EA.	0.37
		END CAP: EC4, FOR 1/2" X 1-1/2" RECTANGULAR TUBING, (2 - 1/LEFT & 1/RIGHT)			
0007	960000-0198		1	EA.	2.65
		FACEOUT: RH/5H, 5 "J" HOOK, WATERFALL			
0008	960000-0199		1	EA.	2.40
		FACEOUT: RH/7B, 7 CUBE, WATERFALL			
0009	960000-0200		1	EA.	1.80
		FACEOUT: RH/12, 12" STRAIGHT ARM			

**VISUAL MERCHANDISING VENDOR LISTING**

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AVAILABLE FROM: HUBERT  
9555 DRY FORK ROAD  
HARRISON, OH 45030-1994

POC: BRENDA HAMM  
PHONE: (800) 543-7374  
FAX: (800) 527-0128

TERMS: NET 30 DAYS  
FOB: SHIPPING POINT  
HARRISON, OH

ITEM#	STOCK NUMBER	DESCRIPTION	QTY	UNIT	COST PRICE
0001	960000-0167	SIGNING AID: 64050, MINI HOLDER, FITS 3/8" WIRE	25/bg	BG.	5.99
0002	960000-0168	SIGNING AID: 31376, SNAP-ON WIRE HOLDER, 4"	50/bg	BG.	16.99
0003	960000-0169	SIGNING AID: 37393, SNAP-ON WIRE HOLDER, 2-7/8"	50/bg	BG.	13.99
0004	960000-0170	SIGNING AID: 29769, PERFBOARD, 8" 2 PIECE MERCHANDISING PEGS, FITS 1/4" PEFT BOARD, BALL END SAFETY TIP	25/bg	BG.	9.79
0005	960000-0171	SIGNING AID: 28758, PERFBOARD, 8" 2 PIECE SCANNING MERCHANDISING PEGS, FITS 1/4" PEFT BOARD, *ORDER W/1-1/4"H X 3"W LABEL	25/bg	BG.	20.99
0006	960000-0172	SIGNING AID: 55587, SLATWALL, 8" 2 PIECE MERCHANDISING PEGS, FITS 1/4" PEFT BOARD, BALL END SAFETY TIP	25/bg	BG.	23.99
0007	960000-0173	SIGNING AID: 20207, SLATWALL, 8" 2 PIECE SCANNING MERCHANDISING PEGS, FITS 1/4" PEFT BOARD, *ORDER W/1-1/4"H X 3"W LABEL	25/bg	BG.	32.49
0008	960000-0174	SIGNING AID: 61501, MOLDED LABEL HOLDERS, (FOR PERF OR SLAT) HOLDS 1-1/4"H X 3" SLIDE-IN	25/bg	BG.	5.99
0009	960000-0175	SHOPPING BASKET: 44533-BLK, MESH SHOP CRATE, BLACK	12/set	SET	199.00
0010	960000-0176	SHOPPING BASKET: 89762-RED, MESH SHOP CRATE, RED	12/set	SET	0.00
0011	960000-0177	SHOPPING BASKET: 75634-WHT, MESH SHOP CRATE, WHITE	12/set	SET	199.00
0012	960000-0178	SHOPPING BASKET: 10578-BLK, BLACK STAND FOR 7" DEEP MESH BASKETS	1	EA.	25.99
0013	960000-0180	MATERIAL HANDLING: 45786, CONVERTIBLE HAND TRUCK, 400/500 LOAD CAPACITY	1	EA.	175.00

**VISUAL MERCHANDISING VENDOR LISTING**

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AVAILABLE FROM: HUBERT  
9555 DRY FORK ROAD  
HARRISON, OH 45030-1994

POC: BRENDA HAMM  
PHONE: (800) 543-7374  
FAX: (800) 527-0128

TERMS: NET 30 DAYS  
FOB: SHIPPING POINT  
HARRISON, OH

ITEM#	STOCK NUMBER	DESCRIPTION	QTY	UNIT	COST PRICE
0014	960000-0181	DECORATION: 79794, CHRISTMAS KIT, 1000 SQ. FT.	1	EA.	0.00
0015	960000-0182	DECORATION: 60768, DELUXE CHRISTMAS KIT, 4000 SQ. FT.	1	EA.	54.99
0016	960000-0183	DECORATION: 36962, VALENTINES KIT, 1000 SQ. FT.	1	EA.	45.99
0017	960000-0184	DECORATION: 39769, ST. PATRICKS DAY KIT, 1000 SQ. FT.	1	EA.	0.00
0018	960000-0185	DECORATION: 74858, EASTER KIT, 1000 SQ. FT.	1	EA.	0.00
0019	960000-0186	DECORATION: 17331, PATROTIC KIT, 1000 SQ. FT.	1	EA.	0.00
0020	960000-0187	DECORATION: 74817, THANKSGIVING KIT, 1000 SQ. FT.	1	EA.	0.00
0021	960000-0188	DECORATION: 77213, HALLOWEEN KIT, 1000 SQ. FT.	1	EA.	0.00
0022	960000-0189	DECORATION: 88266, SPRING COLOR KIT, 1000 SQ. FT., YELLOW & GREEN	1	EA.	0.00
0023	960000-0190	DECORATION: 53156, MARDI GRAS KIT, 2000 SQ. FT.	1	EA.	45.99
0024	960000-0191	DECORATION: 85898, GRAND OPENING KIT, 2000 SQ. FT.	1	EA.	59.99



**VISUAL MERCHANDISING VENDOR LISTING**

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AVAILABLE FROM: METAL DYNAMICS  
36 VINCENNES STREET  
NEW ALBANY, IN 47150

POC: DANIEL J. MEYER  
PHONE: (812) 949-7998  
FAX: (812) 949-8187

TERMS: NET 30 DAYS  
FOB: SHIPPING POINT  
NEW ALBANY, IN

ITEM#	STOCK NUMBER	DESCRIPTION	QTY	UNIT	COST PRICE
0001	960000-0002		1	EA.	10.31
	FIXTURE ACCESSORY:	NB4686-02, WIRE DIVIDER, 4"H X 36"W, (FITS SHELF FRONTS)			
0002	960000-0003		1	EA.	22.49
	FIXTURE ACCESSORY:	CW900B-12, 12" BALL STOP DOWN SLOPE FOR SLATWALL			
0003	960000-0004		1	EA.	67.60
	FIXTURE ACCESSORY:	CW1304, 24" WIRE BASKET FOR SLATWALL (WHITE)			
0004	960000-0005		1	EA.	11.19
	FIXTURE ACCESSORY:	CW1100-12, 12" HANGROD BRACKET			
0005	960000-0006		1	PR.	10.41
	FIXTURE ACCESSORY:	CW1100-BE, HANGROD BRACKET END			
0006	960000-0007		1	EA.	20.77
	FIXTURE ACCESSORY:	5010-36, 36" HANGROD			
0007	960000-0008		100/bx	BX.	93.00
	FIXTURE ACCESSORY:	3894-05, 8" SLATWALL HOOK			
0008	960000-0009		100/bx	BX.	86.00
	FIXTURE ACCESSORY:	3894-04, 6" SLATWALL HOOK			
0009	960000-0010		1	PR.	6.65
	FIXTURE ACCESSORY:	EC-2, HANGROD END CAP			
0010	960000-0011		1	EA.	30.01
	FIXTURE ACCESSORY:	CW1386, BALL CAP DISPLAYER			
0011	960000-0012		1	EA.	48.41
	FIXTURE ACCESSORY:	NBT-36, BOOK TRAY; 7"H X 5"D X 36"W			
0012	960000-0013		1	EA.	104.54
	FIXTURE ACCESSORY:	NMR-36, MAGAZINE RACK; 3 - TIER, 9 POCKET 36"W			
0013	960000-0014		1	EA.	52.85
	FIXTURE ACCESSORY:	MAN-1, TUBULAR MANNEQUIN FORM			

**VISUAL MERCHANDISING VENDOR LISTING**

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AVAILABLE FROM: MONARCH MARKING SYSTEM  
P. O. BOX 1403  
DAYTON, OH 45401-1403

POC: CUSTOMER SERVICE  
PHONE: (800) 543-6650  
FAX: (937) 865-6605

TERMS: NET 30 DAYS  
FOB: DESTINATION

ITEM#	STOCK NUMBER	DESCRIPTION	QTY	UNIT	COST PRICE
0001	960000-0061		1	EA.	199.25
		PRICE GUN: 1170, 1170 SYSTEM, 2 LINES, 12 CHARACTERS			
0002	960000-0062		1	EA.	167.50
		PRICE GUN: 1165, 1165 MARKING SYSTEM, 2 LINES, 12 CHARACTERS TOP LINE/7 CHARACTERS BOTTOM LINE			
0003	960000-0063		16,000/bx	BX.	8.00
		PRICING LABEL: CE-RJ-701, WHITE, FITS -1170-01			
0004	960000-0064		16,000/bx	BX.	8.00
		PRICING LABEL: CE-RJ-702, YELLOW SALE PRICE, FITS FJ-709			
0005	960000-0065		16,000/bx	BX.	8.00
		PRICING LABEL: CE-RJ-705, RED, FITS GL-1170-1			
0006	960000-0066		12,000/bx	BX.	0.00
		PRICING LABEL: CE-FQSE-900, WHITE, FITS GL-1176-2			
0007	960000-0067		12,000/bx	BX.	0.00
		PRICING LABEL: CE-RQSE-904, YELLOW SALE PRICE, FITS GL-1176-2			
0008	960000-0068		12,000/bx	BX.	0.00
		PRICING LABEL: CE-RQSE-976, RED SALE PRICE, FITS GL-1176-2			
0009	960000-0069		1	EA.	4.95
		LABEL SCRAPER: 954176, PLASTIC			
0010	960000-0070		1	EA.	7.25
		LABEL SCRAPER: M00PLS01, STEEL TIP			
0011	960000-0071		1	EA.	33.60
		SIGN: CE-TWOC-1, VERTICAL TRANSPARENT/WHITE, 14" X 20", W/360 RED & BLACK CHARACTERS			
0012	960000-0072		1	EA.	33.60
		SIGN: CE-TWOC-3, HORIZONTAL TRANSPARENT/WHITE, BLUE & WHITE, W/360 BLUE & BLACK CHARACTERS			
0013	960000-0073		1	SET	11.50
		CHARACTERS: CE-TWOC-167-BLUE, 360 ALPHA & NUMERIC, FOR GL-TWOC-1 & GL-TWOC-3 SIGNS/BLUE & BLACK			

# VISUAL MERCHANDISING VENDOR LISTING

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P. O. BOX 1403  
DAYTON, OH 45401-1403

POC: CUSTOMER SERVICE  
PHONE: (800) 543-6650  
FAX: (937) 865-6605

TERMS: NET 30 DAYS  
FOB: DESTINATION

ITEM#	STOCK NUMBER	DESCRIPTION	QTY	UNIT	COST PRICE
0014	960000-0074	CHARACTERS: CE-TWOC-167-BLUE, 360 ALPHA & NUMERIC, FOR GL-TWOC-1 & GL-TWOC-3 SIGNS/RED & BLACK	1	SET	11.50
0015	960000-0075	SIGN: CE-LED-2000, PLUG-IN KEYPAD DISPLAY, MOVING MESSAGE DISPLAYS 2" RED CHARACTERS (32" X 4" X 2")	1	EA.	349.95
0016	960000-0076	SHOPPING BASKET: CE-PTB-400-YELO, HANDHELD (15-3/4" X 12" X 8-1/2") SHIP'S NAME IMPRINTED 2 SIDES, W/RACK & SIGN, AVAILABLE COLORS: BLUE, WHITE, BLACK OR RED	1	SET	126.45
0017	960000-0077	MIRROR: CE-CCM-18, CONVEX SECURITY, 18"	1	EA.	64.75
0018	960000-0078	MIRROR: CE-CCM-26, CONVEX SECURITY, 26"	1	EA.	90.75
0019	960000-0079	MAT: CE-ANFM-2736-BLK, ANTI-FATIGUE, 3/8" THICK VINYL, (27" X 36") BLACK	1	EA.	27.20
0020	960000-0080	MAT: CE-ANFM-2736-BRN, ANTI-FATIGUE, 3/8" THICK VINYL, (27" X 36") BROWN	1	EA.	27.20
0021	960000-0081	BAG: CE-BAGG-811, PLAIN PAPER SHOPPING (8-1/2" X 11") COLOR CHOICE	1000/bundle	BD.	57.85
0022	960000-0082	BAG: CE-BAGG-1218, PLAIN PAPER SHOPPING (12" X 3" X 18"), COLOR CHOICE, (MINIMUM: 2)	500/bundle	BD.	75.50
0023	960000-0083	GIFT CERTIFICATE: CE-FSL-51, SILVER EMBOSSED (4" X 5-1/2" FOLDED), MAUVE	100/pk	PK.	101.90
0024	960000-0084	GIFT CERTIFICATE: CE-FSL-52, SILVER EMBOSSED (4" X 5-1/2" FOLDED), GRAY	100/pk	PK.	101.90
0025	960000-0085	PRICING AID: 3020, TAG ATTACHER	1	EA.	21.50
0026	960000-0086	PRICING AID: TTC-353-1, FASTENERS, PLASTIC 3"	5000/bx	BX.	3.90

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DAYTON, OH 45401-1403

POC: CUSTOMER SERVICE  
PHONE: (800) 543-6650  
FAX: (937) 865-6605

TERMS: NET 30 DAYS  
FOB: DESTINATION

ITEM#	STOCK NUMBER	DESCRIPTION	QTY	UNIT	COST PRICE
0027	960000-0087		4/pk	PK.	21.20
		PRICING AID: 118202, REPLACEMENT NEEDLES, (USE W/3020 TAG ATTACHER)			
0028	960000-0088		1	EA.	6.60
		ACCESSORY: HB-16, HOLSTER, LEATHER FOR 2 - 3 LINE LABLERS			
0029	960000-0089		1	EA.	0.00
		ACCESSORY: HB-15, HOLSTER, LEATHER FOR 1 LINE LABLERS			
0030	960000-0204		1000/bx	BX.	19.15
		PRICING AID: AR-1810, TAGS, HOLDS STICK ON LABEL, WHITE (MINIMUM: 4 BOXES)			

**VISUAL MERCHANDISING VENDOR LISTING**

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AVAILABLE FROM: SEMASYS, INC.  
130 NORTHEAST 50th. STREET  
OKLAHOMA CITY, OK 73152-3444

POC: JIM BOYD  
PHONE: (800) 654-8435  
FAX: (405) 525-2335

TERMS: NET 30 DAYS  
FOB: SHIPPING POINT  
OKLAHOMA CITY, OK

ITEM#	STOCK NUMBER	DESCRIPTION	QTY	UNIT	COST PRICE
0001	960000-0090		50/pk	PK.	4.80
SIGN:	01-3303,	PRICE CARD (5-1/2"W X 3-1/2"H) "SALE"			
0002	960000-0091		50/pk	PK.	4.80
SIGN:	01-3524,	PRICE CARD (5-1/2"W X 3-1/2"H) "SPECIAL"			
0003	960000-0092		50/pk	PK.	4.80
SIGN:	01-3554,	PRICE CARD (5-1/2"W X 3-1/2"H) "REDUCED"			
0004	960000-0093		12/pk	PK.	5.61
SIGN:	02-0210,	SHELF ARROWS, "SALE PRICE"			
0005	960000-0094		12/pk	PK.	5.61
SIGN:	02-0225,	SHELF ARROWS, "SPECIAL"			
0006	960000-0095		12/pk	PK.	5.61
SIGN:	02-0245,	SHELF ARROWS, "NEW ITEM"			
0007	960000-0096		510/bx	BX.	13.75
COVER:	02-0401,	PLASTIC MOLDING 3"W X 1-1/4"H			
0008	960000-0097		24/pd	PD.	0.80
SIGNING AID:	02-1035,	INDIVIDUAL CHANNEL NUMBER, 1-1/4 INCH HIGH "0"			
0009	960000-0098		24/pd	PD.	0.80
SIGNING AID:	02-1036,	INDIVIDUAL CHANNEL NUMBER, 1-1/4 INCH HIGH "1"			
0010	960000-0099		24/pd	PD.	0.80
SIGNING AID:	02-1037,	INDIVIDUAL CHANNEL NUMBER, 1-1/4 INCH HIGH "2"			
0011	960000-0100		24/pd	PD.	0.80
SIGNING AID:	02-1038,	INDIVIDUAL CHANNEL NUMBER, 1-1/4 INCH HIGH "3"			
0012	960000-0101		24/pd	PD.	0.80
SIGNING AID:	02-1039,	INDIVIDUAL CHANNEL NUMBER, 1-1/4 INCH HIGH "4"			
0013	960000-0102		24/pd	PD.	0.80
SIGNING AID:	02-1040,	INDIVIDUAL CHANNEL NUMBER, 1-1/4 INCH HIGH "5"			
0014	960000-0103		24/pd	PD.	0.80
SIGNING AID:	02-1041,	INDIVIDUAL CHANNEL NUMBER, 1-1/4 INCH HIGH "6"			
0015	960000-0104		24/pd	PD.	0.80
SIGNING AID:	02-1042,	INDIVIDUAL CHANNEL NUMBER, 1-1/4 INCH HIGH "7"			

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OKLAHOMA CITY, OK 73152-3444

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PHONE: (800) 654-8435  
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TERMS: NET 30 DAYS  
FOB: SHIPPING POINT  
OKLAHOMA CITY, OK

ITEM#	STOCK NUMBER	DESCRIPTION	QTY	UNIT	COST PRICE
0016	960000-0105	24/pd	PD.	0.80	
	SIGNING AID: 02-1043, INDIVIDUAL CHANNEL NUMBER, 1-1/4 INCH HIGH "8"				
0017	960000-0106	24/pd	PD.	0.38	
	SIGNING AID: 02-1044, INDIVIDUAL CHANNEL NUMBER, 1-1/4 INCH HIGH "9"				
0018	960000-0107	24/pd	PD.	0.80	
	SIGNING AID: 02-1045, INDIVIDUAL CHANNEL NUMBER, 1-1/4 INCH HIGH "\$"				
0019	960000-0108	24/pd	PD.	0.80	
	SIGNING AID: 02-1046, INDIVIDUAL CHANNEL NUMBER, 1-1/4 INCH HIGH "¢"				
0020	960000-0109	24/pd	PD.	0.80	
	SIGNING AID: 02-1047, INDIVIDUAL CHANNEL NUMBER, 1-1/4 INCH HIGH "OFF"				
0021	960000-0110	24/pd	PD.	0.80	
	SIGNING AID: 02-1048, INDIVIDUAL CHANNEL NUMBER, 1-1/4 INCH HIGH "CENTS"				
0022	960000-0111	24/pd	PD.	0.80	
	SIGNING AID: 02-1049, INDIVIDUAL CHANNEL NUMBER, 1-1/4 INCH HIGH "PERIOD"				
0023	960000-0112	1	KIT	39.00	
	SIGNING AID: 02-1130, CHANNEL NUMBER KIT, 7/8" HIGH (60 ASSORTED PADS)				
0024	960000-0113	1	KIT	27.00	
	SIGNING AID: 02-1132, CHANNEL NUMBER KIT, 1-1/4" HIGH (60 ASSORTED PADS)				
0025	960000-0114	24/pd	PD.	0.75	
	SIGNING AID: 02-1151, INDIVIDUAL CHANNEL NUMBER, 7/8 INCH HIGH "1"				
0026	960000-0115	24/pd	PD.	0.75	
	SIGNING AID: 02-1152, INDIVIDUAL CHANNEL NUMBER, 7/8 INCH HIGH "2"				
0027	960000-0116	24/pd	PD.	0.75	
	SIGNING AID: 02-1153, INDIVIDUAL CHANNEL NUMBER, 7/8 INCH HIGH "3"				
0028	960000-0117	24/pd	PD.	0.75	
	SIGNING AID: 02-1154, INDIVIDUAL CHANNEL NUMBER, 7/8 INCH HIGH "4"				
0029	960000-0118	24/pd	PD.	0.75	
	SIGNING AID: 02-1155, INDIVIDUAL CHANNEL NUMBER, 7/8 INCH HIGH "5"				
0030	960000-0119	24/pd	PD.	0.75	
	SIGNING AID: 02-1156, INDIVIDUAL CHANNEL NUMBER, 7/8 INCH HIGH "6"				

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OKLAHOMA CITY, OK 73152-3444

POC: JIM BOYD  
PHONE: (800) 654-8435  
FAX: (405) 525-2335

TERMS: NET 30 DAYS  
FOB: SHIPPING POINT  
OKLAHOMA CITY, OK

ITEM#	STOCK NUMBER	DESCRIPTION	QTY	UNIT	COST PRICE
0031	960000-0120	SIGNING AID: 02-1157, INDIVIDUAL CHANNEL NUMBER, 7/8 INCH HIGH "7"	24/pd	PD.	0.75
0032	960000-0121	SIGNING AID: 02-1158, INDIVIDUAL CHANNEL NUMBER, 7/8 INCH HIGH "8"	24/pd	PD.	0.75
0033	960000-0122	SIGNING AID: 02-1159, INDIVIDUAL CHANNEL NUMBER, 7/8 INCH HIGH "9"	24/pd	PD.	0.75
0034	960000-0123	SIGNING AID: 02-1160, INDIVIDUAL CHANNEL NUMBER, 7/8 INCH HIGH "0"	24/pd	PD.	0.75
0035	960000-0124	SIGNING AID: 02-1161, INDIVIDUAL CHANNEL NUMBER, 7/8 INCH HIGH "PERIOD"	24/pd	PD.	0.75
0036	960000-0125	SIGNING AID: 02-1162, INDIVIDUAL CHANNEL NUMBER, 7/8 INCH HIGH "CENTS"	24/pd	PD.	0.75
0037	960000-0126	SIGNING AID: 02-1163, INDIVIDUAL CHANNEL NUMBER, 7/8 INCH HIGH "\$"	24/pd	PD.	0.75
0038	960000-0127	SIGNING AID: 02-1165, INDIVIDUAL CHANNEL NUMBER, 7/8 INCH HIGH "OFF"	24/pd	PD.	0.75
0039	960000-0128	SIGNING AID: 02-1165, INDIVIDUAL CHANNEL NUMBER, 7/8 INCH HIGH "&"	24/pd	PD.	0.75
0040	960000-0129	SHOPPING BASKET: 06-0947, W/STAND, BLUE (17-1/4"L X 12"W X 8-1/2"D)	12/set	SET	87.75
0041	960000-0130	DISPLAY HARDWARE: 12-0048, TIE CEILING CLIP (3/4" X 5/8")	144/pk	PK.	8.70
0042	960000-0131	DISPLAY HARDWARE: 12-0129, BARNACLE CLIPS	12/pk	PK.	6.00
0043	960000-0132	PRICING AID: 12-0136, RINGS, SNAP	50/pk	PK.	2.82
0044	960000-0133	ADAPTER: 12-0220, WIRE BASKET, ORDER W/CARDHOLDER #12-0300	1	EA.	0.23
0045	960000-0134	ADAPTER: 12-0300, CARDHOLDER, ORDER W/STRAIGHT SHELF-LIP #12-0315/BASKET ADAPTER #12-0220	1	EA.	0.80

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OKLAHOMA CITY, OK 73152-3444

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PHONE: (800) 654-8435  
FAX: (405) 525-2335

TERMS: NET 30 DAYS  
FOB: SHIPPING POINT  
OKLAHOMA CITY, OK

ITEM#	STOCK NUMBER	DESCRIPTION	QTY	UNIT	COST PRICE
0046	960000-0135		1	EA.	1.15
	ADAPTER:	12-0305, CARDHOLDER ANGLED FOR PERFORATED SHELVES, 1 PIECE			
0047	960000-0136		1	EA.	0.40
	ADAPTER:	12-0315, STRAIGHT SHELF-LIP, ORDER W/CARDHOLDER #12-0300			
0048	960000-0137		1000/rl	RL.	63.15
	PEGHOOK AID:	12-0391, MERCHANDISE HANG TAGS, 1-3/4" X 1-3/4"			
0049	960000-0138		1000/rl	RL.	28.60
	PEGHOOK AID:	12-0394, MERCHANDISE HANG TAGS, 1" X 1-5/16"			
0050	960000-0139		1	EA.	1.25
	SIGNING AID:	12-1011, 7/8" SHELF EDGE MOLDING, 47-7/8" PLASTIC STRIP W/PEEL OFF BACKING			
0051	960000-0140		1	EA.	1.85
	SIGNING AID:	12-1014, 1-1/4" SHELF EDGE MOLDING, 47-7/8" PLASTIC STRIP W/PEEL OFF BACKING			
0052	960000-0141		50/bg	BG.	2.40
	ROUND FASTENER:	12-1176, ATTACHES ADAPTER TO PERFORATED SHELF			
0053	960000-0142		1	EA.	19.50
	PRICING AID:	12-1350, FASTENER GUN			
0054	960000-0143		5000/bx	BX.	7.10
	PRICING AID:	12-1355, FASTENERS, (CLIPS OF 50) 1"			
0055	960000-0144		5000/bx	BX.	7.50
	PRICING AID:	12-1360, FASTENERS, (CLIPS OF 50) 3"			
0056	960000-0145		3/pk	PK.	8.90
	PRICING AID:	12-1366, REPLACEMENT NEEDLES FOR FASTENER GUN			
0057	960000-0146		100/pk	PK.	36.60
	SIGNING AID:	12-5001, TICKET HOLDER, PERFORATED SHELF, 2-7/8"L 100			
0058	960000-0147		100/pk	PK.	17.85
	SIGNING AID:	12-5011, TICKET CARDHOLDER, WIRE CLOSED-COVER 3-1/4"L			
0059	960000-0148		1	EA.	15.63
	TRAY:	18-0100, PLASTIC STORAGE USED W/1-1/4" OR 7/8" CHANNEL NUMBERS - 40 COMPARTMENTS			



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TERMS: NET 30 DAYS  
FOB: SHIPPING POINT  
OKLAHOMA CITY, OK

ITEM#	STOCK NUMBER	DESCRIPTION	QTY	UNIT	COST PRICE
0060	960000-0149		1	BG.	12.90
	PRICING AID:	26-1571, JUMBO CUBE 20 PIECES, 11 X 14MM BLACK W/WHITE		"1"	
0061	960000-0150		1	BG.	12.90
	PRICING AID:	26-1572, JUMBO CUBE 20 PIECES, 11 X 14MM BLACK W/WHITE		"2"	
0062	960000-0151		1	BG.	12.90
	PRICING AID:	26-1573, JUMBO CUBE 20 PIECES, 11 X 14MM BLACK W/WHITE		"3"	
0063	960000-0152		1	BG.	12.90
	PRICING AID:	26-1574, JUMBO CUBE 20 PIECES, 11 X 14MM BLACK W/WHITE		"4"	
0064	960000-0153		1	BG.	12.90
	PRICING AID:	26-1575, JUMBO CUBE 20 PIECES, 11 X 14MM BLACK W/WHITE		"5"	
0065	960000-0154		1	BG.	12.90
	PRICING AID:	26-1576, JUMBO CUBE 20 PIECES, 11 X 14MM BLACK W/WHITE		"6"	
0066	960000-0155		1	BG.	12.90
	PRICING AID:	26-1577, JUMBO CUBE 20 PIECES, 11 X 14MM BLACK W/WHITE		"7"	
0067	960000-0156		1	BG.	12.90
	PRICING AID:	26-1578, JUMBO CUBE 20 PIECES, 11 X 14MM BLACK W/WHITE		"8"	
0068	960000-0157		1	BG.	12.90
	PRICING AID:	26-1579, JUMBO CUBE 20 PIECES, 11 X 14MM BLACK W/WHITE		"9"	
0069	960000-0158		1	BG.	12.90
	PRICING AID:	26-1580, JUMBO CUBE 20 PIECES, 11 X 14MM BLACK W/WHITE		"0"	
0070	960000-0159		1	BG.	12.90
	PRICING AID:	26-1581, JUMBO CUBE 20 PIECES, 11 X 14MM BLACK W/WHITE		"00"	
0071	960000-0160		1	BG.	12.90
	PRICING AID:	26-1587, JUMBO CUBE 20 PIECES, 11 X 14MM BLACK W/WHITE		"\$"	
0072	960000-0161		1	BG.	12.90
	PRICING AID:	26-1588, JUMBO CUBE 20 PIECES, 11 X 14MM BLACK W/WHITE		"."	
	(DEC)				
0073	960000-0162		1	BG.	12.90
	PRICING AID:	26-1590, JUMBO CUBE 20 PIECES, 11 X 14MM BLACK W/WHITE		"END	
	PIECE"				

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OKLAHOMA CITY, OK 73152-3444

POC: JIM BOYD  
PHONE: (800) 654-8435  
FAX: (405) 525-2335

TERMS: NET 30 DAYS  
FOB: SHIPPING POINT  
OKLAHOMA CITY, OK

ITEM#	STOCK NUMBER	DESCRIPTION	QTY	UNIT	COST PRICE
0074	960000-0163		1	BG.	12.90
PRICING AID: 26-1591, JUMBO CUBE 20 PIECES, 11 X 14MM BLACK W/WHITE "SPACE PIECE"					
0075	960000-0164		1	KIT	155.75
PRICING AID: 26-2131, JUMBO CUBE KIT 11 X 14MM BLACK W/WHITE, 240 PIECES: 20 EA. - "1", "2", "3", "4", "5", "6", "7", "8", "9", "0" & 40 EA. - "00"					
0076	960000-0165		504/bx	BX.	10.90
COVER: 40-3242, PLASTIC MOLDING 2-7/8"L X 7/8"H					
0077	960000-0166		1	EA.	2.80
SIGNING AID: 61-4405, WALL MOUNTED CARD FRAME 11"W X 5-1/2"H					

VISUAL MERCHANDISING VENDOR LISTING

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AVAILABLE FROM: TRIMCO  
882 HIRO AVENUE  
BROOKLYN, NY 11232

POC: CUSTOMER SERVICE  
PHONE: (718) 369-2222  
FAX: (718) 832-5748

TERMS: NET 30 DAYS  
FOB: SHIPPING POINT  
NEW YORK, NY

ITEM#	STOCK NUMBER	DESCRIPTION	QTY	UNIT	COST PRICE
0001	960000-0201		3/set	SET	25.00
RISER: 95201-TPCSLGR, ACRYLIC, BEVELED U-TABLES, 1/2" THICK, 3 LG.					

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AVAILABLE FROM: UNIWEB, INC.  
222 WEST PROMENADE AVENUE  
CORONA, CA 92879

POC: ROBERT M. TESTON  
PHONE: (800) 486-4932  
FAX: (909) 279-7989

TERMS: NET 30 DAYS  
FOB: SHIPPING POINT  
ORANGE, CA

ITEM#	STOCK NUMBER	DESCRIPTION	QTY	UNIT	COST PRICE
0001	960000-0015		100/bx	BX.	69.00
	FIXTURE ACCESSORY:	MDS8208, HOOK, SCANNING 8"			
0002	960000-0016		100/bx	BX.	69.00
	FIXTURE ACCESSORY:	MSF250125, SCANNER FACES, 2-1/2"W X 1-1/4"H			
0003	960000-0017		1	Dis	10.00
	FIXTURE ACCESSORY:	XFOS12, 12" FACE-OUT, STRAIGHT			
0004	960000-0018		1	Dis	10.00
	FIXTURE ACCESSORY:	XFOJ12, 12" FACE-OUT, J HOOK			
0005	960000-0019		1	Dis	10.00
	FIXTURE ACCESSORY:	XCB4712, 12" CASCADE, BALL			
0006	960000-0020		1	Dis	10.00
	FIXTURE ACCESSORY:	XCH12, 12" CASCADE, J HOOK			
0007	960000-0021		1	Dis	8.50
	FIXTURE ACCESSORY:	XHB12, 12" HANGBAR BRACKETS			
0008	960000-0022		1	Dis	8.25
	FIXTURE ACCESSORY:	XDB36, 36" DISPLAY BAR			
0009	960000-0023		1	Dis	10.00
	FIXTURE ACCESSORY:	XFO12, 12" HANGBAR FACE-OUT, STRAIGHT			
0010	960000-0024		1	Dis	10.00
	FIXTURE ACCESSORY:	XFOJ12, 12" HANGBAR FACE-OUT, J HOOK			
0011	960000-0025		1	Dis	10.00
	FIXTURE ACCESSORY:	XCB4712, 12" HANGBAR CASCADE, BALL			
0012	960000-0026		1	Dis	10.00
	FIXTURE ACCESSORY:	XCH12, 12" HANGBAR CASCADE, J HOOK			
0013	960000-0027		1	Dis	15.00
	FIXTURE ACCESSORY:	XSD430, SCARECROW DISPLAYER			
0014	960000-0028		100/bx	BX.	0.93
	FIXTURE ACCESSORY:	HD8308, HOOK, HEAVY DUTY 8"			
0015	960000-0029		100/bx	BX.	0.34
	FIXTURE ACCESSORY:	BH1620, BASKET HOOK			